

control design

FOR MACHINE BUILDERS

www.controldesign.com

2017 EDITORIAL CALENDAR

INCLUDING RATES & SPECIFICATIONS



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close, Materials Due	12/12, 12/19	1/11, 1/18	2/12, 2/19	3/13, 3/20	4/11, 4/18	5/11, 5/18
Controllers & Systems programmable controllers, safety controllers embedded controls, loop controllers, power supplies, relays, control software	PLCs, PACs & PCs	Product Roundup: Power Supplies	Safety Controllers, Sensors & Networks	eCAD Software	Product Roundup: PLCs, PACs & PCs	Control Software
Human-Machine/Operator Interface HMI software, display terminals, touchscreens, alarms, pushbuttons, enclosures, industrial PCs	Enclosures & Workstations	Stacklights, Alarms, Buttons & Switches	HMI Software	Industrial PCs	Hazardous Area Operation	Product Roundup: HMI Hardware & Software
Input/Output Systems & Networking networks, terminal blocks, I/O modules, signal conditioners, cabling/wiring, connectors & cordsets	Industrial Ethernet	Intrinsic Safety	Remote Monitoring & Diagnostics	Product Roundup: Wireless	Wire & Cable, Connectors & Cordsets	Distributed I/O
Measurement, Sensing & Vision transmitters, transducers, sensors, encoders, weighing systems, bar code scanners, RFID, machine guarding, vision systems	Product Roundup: Presence Sensors	Machine Vision	Encoders & Resolvers	Linear Measurement	Safety & Presence Sensing	Diagnostic Tools
Drives & Motion drives, motors, servos, steppers, valves, cylinders, motor starters and control centers, hydraulics, pneumatics, mechanical and electro-mechanical motion components	Motors & Drives	Coordinated Motion Control	Product Roundup: Motors & Drives	Pneumatic Systems	Motors	Variable Frequency Drives
Topical Feature	Enabling New Business Models with the IIoT	Making the Case for Energy Efficient Machines	TBA	TBA	TBA	Readers' Choice Awards
Market Intelligence Survey		Motion, Drives & Motors		HMI, Industrial PCs & Enclosures		I/O Systems & Terminal Blocks
Webcast Series			Motion, Drives & Motors		HMI, Industrial PCs & Enclosures	
Technology Report			Machine Safety	Motion, Drives & Motors	Automation Software	HMI, Industrial PCs & Enclosures
Industry Events		ARC Forum Orlando, 2/6-9	ABB Automation & Power World, Houston, 3/13-16	Automate Chicago, 4/3-6 Hannover Messe Hannover, 4/24-28	NIWeek Austin, 5/22-25 Schneider CONNECT San Antonio, 5/22-25	Rockwell TechED Orlando, 6/11-16 Sensors Expo San Jose, 6/27-29

CONTACT INFORMATION

Northeast & Mid-Atlantic
David Fisher, Regional Manager
 508.543.5172 | dfisher@putman.net

Midwest & Southeast
Greg Zamin, Regional Manager
 704.256.5433 | gzamin@putman.net

Western & Mountain
Tony D'Avino, VP, Sales
 630.467.1300 x 408 | tdavino@putman.net

Digital Marketing Specialist
Jeanne Freedland,
 212.665.3197 | jfreeland@putman.net

Group Publisher and VP, Content
Keith Larson,
 630.625.1129 | kl Larson@putman.net

Publishing Director and VP, Sales
Tony D'Avino,
 630.467.1300 x 408 | tdavino@putman.net

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close, Materials Due	6/12, 6/19	7/11, 7/18	8/11, 8/18	9/11, 9/18	10/11, 10/18	11/13, 11/20
Controllers & Systems programmable controllers, safety controllers embedded controls, loop controllers, power supplies, relays, control software	Power Supplies	PLCs, PACs & PCs	Control Panel Design	Product Roundup: Machine Safety	PLCs, PACs & PCs	Product Roundup: Automation & Design Software
Human-Machine/Operator Interface HMI software, display terminals, touchscreens, alarms, pushbuttons, enclosures, industrial PCs	Product Roundup: Enclosures & Workstations	Stacklights, Alarms, Buttons & Switches	HMI Software	Hazardous Area HMI & Purge Systems	Industrial PCs & Enclosures	OI Terminals & Panel Displays
Input/Output Systems & Networking networks, terminal blocks, I/O modules, signal conditioners, cabling/wiring, connectors & cordsets	Industrial Ethernet	Product Roundup: I/O Systems, Terminal Blocks & Intrinsic Safety	Remote Monitoring & I/O Systems	Industrial Ethernet	Product Roundup: Wire & Cabling, Connectors & Cordsets	I/O & Terminal Blocks
Measurement, Sensing & Vision transmitters, transducers, sensors, encoders, weighing systems, bar code scanners, RFID, machine guarding, vision systems	Presence Sensors	Machine Vision	Encoders & Resolvers	Process Measurement	AutoID: RFID Systems	Diagnostic Tools
Drives & Motion drives, motors, servos, steppers, valves, cylinders, motor starters and control centers, hydraulics, pneumatics, mechanical and electro-mechanical motion components	Linear Motion	Servo & Stepper Motors/Drives	Product Roundup: Motion Control	Motor & Drive Electrical Efficiency	Pneumatics & Hydraulics	Variable Speed Drives
Topical Feature	TBA	TBA	Integrated Safety & Control	TBA	TBA	Robotics in Machine Design
Market Intelligence Survey		PLCs & PACs		Sensors & Vision		Pneumatics
Webcast Series	I/O Systems & Terminal Blocks		PLCs & PACs		Sensors & Vision	
Technology Report	Industrial Networks	I/O Systems, Terminal Blocks & Power Supplies	Packaging Automation	PLCs & PACs	Sensors & Vision	
Industry Events			<i>Smart Industry</i> Chicago, 9/18-20 <i>Pack Expo</i> Las Vegas, 9/25-27		<i>Automation Fair</i> Houston, 11/15-17 <i>SPS/IPC/Drives</i> Nuremberg, 11/28-30	

Editorial
Mike Bacidore, Editor-in-Chief
 630.467.1301 x444 | mbacidore@putman.net

Chris Palafox, Digital Editor
 630.467.1301 x394 | cpalafox@putman.net

Material & Logistics
Anetta Gauthier, Production Manager
 630.625.1154 | agauthier@putman.net

David Perkon, Technical Editor
 480.220.2816 | dperkon@putman.net

Lori Goldberg, Operations Manager
 630.625.1128 | lgoldberg@putman.net

CONTROL DESIGN ADVERTISING RATES

FOUR-COLOR PRINT ADVERTISING RATES *

	Open	6x	12x	Ad Dimensions ** (WxD, inches)
Full page	\$7,900	\$7,500	\$7,000	7 x 10
One-half page island	\$5,900	\$5,500	\$5,100	4-9/16 x 7-1/2
One-half page vertical	\$5,400	\$5,000	\$4,500	3-1/4 x 10
One-half page horizontal	\$5,400	\$5,000	\$4,500	7 x 4-7/8
One-third page vertical	\$4,700	\$4,300	\$3,900	2-3/16 x 10
One-third page square	\$4,700	\$4,300	\$3,900	4-9/16 x 4-7/8
One-quarter page	\$3,900	\$3,500	\$3,100	3-1/4 x 4-7/8

* 5% premium for fifth color or PMS. All rates gross.

** Non-bleed space units. 7-7/8" x 10-1/2" trim; 7" x 10" page size.

Full-page plate size: 8-1/8" x 10-3/4"; bleed spread for each plate: 8-1/8" x 10-3/4".

CONTROL DESIGN E-NEWS ADVERTISING RATES* (GROSS)

Position	Creative	1x	6x	12x
Super Sponsor	240x200 pixel non-animated image plus 40-character headline and 70 words text including up to 4 URL links.	\$2,530	\$2,400	\$2,100
Lead Sponsor	120x60 pixel non-animated image, plus 70 words additional text and URL link.	\$1,530	\$1,330	\$1,100
Sponsored Link	Up to 40-character headline, plus 80 characters additional text and URL link.	\$470	\$400	\$330

* All character counts include spaces. All rates gross.

Check with advertising representative for schedule and availability.

Classified Print Advertising (non-commissionable)

Classified rates are non-commissionable.

Rates per column inch:

1x	\$175
3x	\$165
6x	\$155
9x	\$145
12x	\$135

Classified column width sizes:

One column	2-3/16" wide
Two column	4-7/16" wide
Three column	6-7/8" wide

CONTROLDESIGN.COM ADVERTISING RATES (GROSS)

Standard Ad Units (gross rates per thousand impressions)		
Super Leaderboard	970x90 pixels; 40k file size limit; animation, rich media acceptable	\$140
Medium Rectangle	300x250 pixels; 40k file size limit; animation, rich media acceptable	\$140
Half Page	300x600 pixels; 40k file size limit; animation, rich media acceptable	\$140
Welcome Ad	640x480 pixels; 40k file size limit; animation, rich media acceptable	\$1,765/week

*Putman Rising Star Ad Units (gross rates per thousand impressions)

Pushdown (example)	970x90 pixels; maximum expanded size 970x415; 60k file size limit; animation, rich media acceptable	\$140
Sidekick (example)	300x600 pixels; maximum expanded size 850x600putman; 60k file size limit; non-animated	\$140
Slider (example)	970x90 pixels; maximum expanded size 970x550 behind slider bar; 60k file size limit; animation, rich media acceptable	\$140

Material Specifications

Putman Media requires that all print advertising materials be submitted as flattened high-resolution PDFs with all fonts and images embedded (300 dpi minimum). If physical proofs are not furnished, reproductive quality is at advertiser's risk.

Shipping materials should specify the issue into which the ad is to be inserted; please use fastest traceable carrier on all print material.

Contracts, insertion orders, proofs and other communications (except pre-printed inserts) should be sent to: Production Manager/Control Design, Putman Media, 1501 E. Woodfield Rd., Suite 400-N, Schaumburg, IL 60173. Fax number: 630-467-1124. Ad materials should be emailed to agauthier@putman.net.

Signed contracts and insertion orders for website and e-newsletter campaigns should be communicated via fax to 866-328-0893; digital campaign materials should be sent directly via email to agauthier@putman.net.

For further details please contact production manager Anetta Gauthier at 630-625-1154; agauthier@putman.net.

