

AutomationWorld® Sponsored Podcasts



Podcast Sponsorship

\$9,295 gross

What we need from you:

- Submit your podcast e-mail ads here: www.automationworld.com/web
- Identify a prospective interviewee for the podcast (or choose an existing podcast)

For more information, CONTACT:

**CHICAGO, EAST, SOUTH
AND NEW ENGLAND**

Jim Powers – Regional Manager

jpowers@automationworld.com
Cell Phone 312-925-7793

**CHICAGO, WEST COAST
AND SOUTHWEST**

Glen Gudino – Regional Manager

ggudino@automationworld.com
Office 312-222-1010 ext. 143
Cell phone 708-207-3895

Podcasts offer an exciting way to position your company as a market leader and to reach professionals who get their business news online. Now you can sponsor an audio interview – or podcast – sent to a targeted portion of *Automation World's* e-mail database. *Automation World* podcasts offer outstanding value at an affordable price.

Podcasts must be editorially driven to be successful, because information value is what motivates recipients to listen. Your podcast topic should be consistent with your marketing message. *Automation World* will work with you to select a podcast that meets readers' needs, while also aligning with your marketing strategy.

Podcast content can originate in a variety of ways. Your podcast could be:

- an audio interview between an *Automation World* editor and one of your customers
- a recorded message from a thought leader in the field who espouses a point of view consistent with your marketing message
- an audio excerpt from a Webcast
- a prerecorded excerpt of a conference presentation (such as Packaging Automation Forum)

Your Podcast Sponsorship Includes:

- Circulation to approximately 40,500 professionals from *Automation World's* subscriber database
- Exclusivity! Your company will be the only sponsor of the e-mail that contains the podcast (See www.automationworld.com/podcastdemo)
- Up to five text ads in the e-mail
- Audio mention of your company as a sponsor. Following the podcast, Moderator Gary Mintchell, Editor in Chief, will read a short acknowledgment
- Contact information of registered users who click on the ads
- Contact information of registered users who listen to the podcast

Reports:

Your *Automation World* podcast includes the contact information of the individuals who clicked on your ads and contact information of registered users who listened to the podcast.

Download reports via the industry-leading AccelaWorks Web response platform. You can classify and deliver respondent names according to job title, industry, company size, or geography. AccelaWorks lets you delete competitors and internal company clicks from your reports.

Upcoming Podcasts:

Contact your sales representative for more information.

See samples at www.automationworld.com/podcasts.