2025
MEDIA
GUIDE

Connects the **global industrial engineering** audience through education about **automation, control, and instrumentation technologies** in a regionally focused, actionable manner

CONTROL ENGINEERING®

www.controleng.com

WTWH Media LLC

CONTROL ENGINEERING NETWORK

Control Engineering connects the global industrial engineering audience through coverage of and education about automation, control, and instrumentation technologies in a regionally focused, actionable manner through online and print media and in-person events.

Inspire engineering interaction with **Control Engineering**

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

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Contact Us ➤

CONTROL ENGINEERING NETWORK AUDIENCE

WEBSITE

120,875+
MONTHLY PAGEVIEWS

The Control Engineering network logs over 66,072 monthly users and over 120,875 pageviews.

SOCIAL

212,588+
FOLLOWERS

Over 212,588+ social followers across all platforms. The Control Engineering network has a highly-engaged social media audience.

NEWSLETTER

89,420

Digital circulation reaches over 89,420 online subscribers with mobile optimized content.

PUBLICATION

71,700
ENGINEERING PROFESSIONALS

Control Engieering reaches 71,700 engineering professionals via print and digital.

SUBSCRIBERS

135,845

Total unduplicated Control Engineering subscribers includes newsletters, magazine, eBooks & webcast registrants.

Surrounding **control engineers** with information on their terms

Founding Principles

- Media consumption has forever changed and continues to evolve.
- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

Magazine Published 6X per Year
- 71,700 print + digital edition subscribers

Weekly Newsletter
- 89,420 digital subscribers

Monthly Website Traffic
- 120,875+ monthly pageviews
- 66,072+ monthly users

Social Media Audience in Industry – Total Social Reach: 212,588
- Facebook
- X
- Instagram
- LinkedIn
- YouTube

WEBSITE · VIDEO · PODCASTS · NEWSLETTERS · SOCIAL MEDIA · WEBCASTS · LEARNING CENTER · BRANDED CONTENT · PUBLICATIONS

Control Systems Engineers · Robotics Engineers · Automation Engineers · Instrumentation Engineers · Mechatronics Engineers · System Integrators · Automation Engineers · Instrumentation Engineers

Delivering ROI for Marketers
How do we do this? We build integrated media packages across platforms.

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250
- 970x250

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Contact your representative for more details.

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.
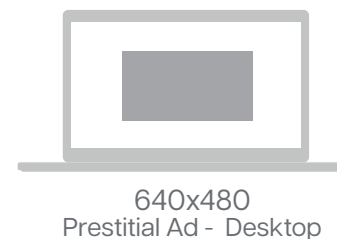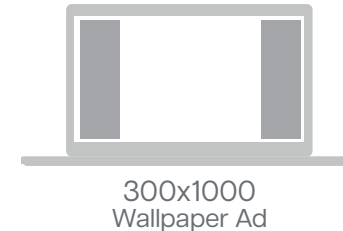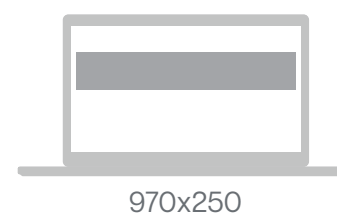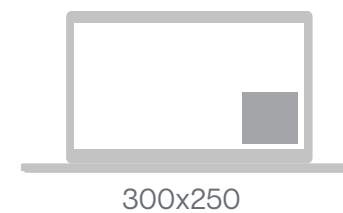
WALLPAPER SPECS: 300X1000, 130X1000 and 320x50 File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Control Engineering Network.

ROS BUNDLE PACKAGE

25,000 Impressions

Rate: $5,000 per month

300x600

728x90

300x250

970x250

300x1000
Wallpaper Ad

640x480
Prestitial Ad - Desktop

300x225
Prestitial Ad - Mobile

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

Contact your representative for more details.

FILE TYPES

IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
    VAST (MP4 Only), MP4
- File Size
    Allstream® hosted file size recommended under 4MB*.
- Resolution
    720p or 1080p
- Frame Rate
    24-30 fps
- Bitrate
    Mobile Web: 800Kbps to 5000 Kbps
    Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

Desktop & Mobile examples
4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video
*Once the video ends, it is possible to display an image in its place

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)
- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)
- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

Contact your representative for more details.

FILE TYPES

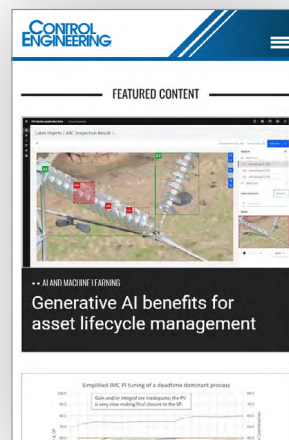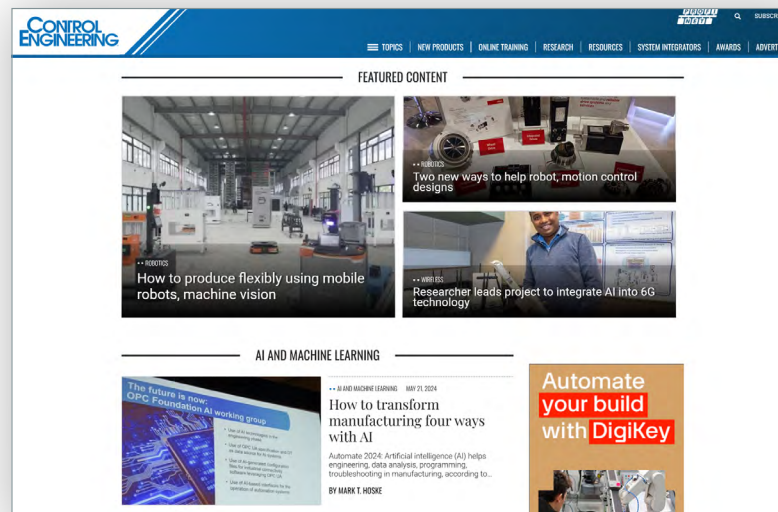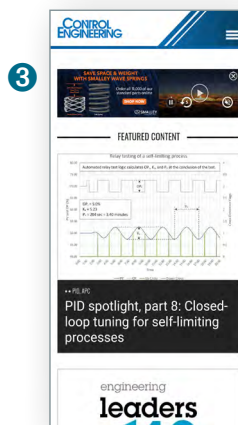**IMAGES**
- Media Types
   Image URL, GIF, JPG, BMP, PNG
- File Size
   Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS
- Media Types
   Video URL, YouTube ID, VAST, MP4
- File Size
   Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
   Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)
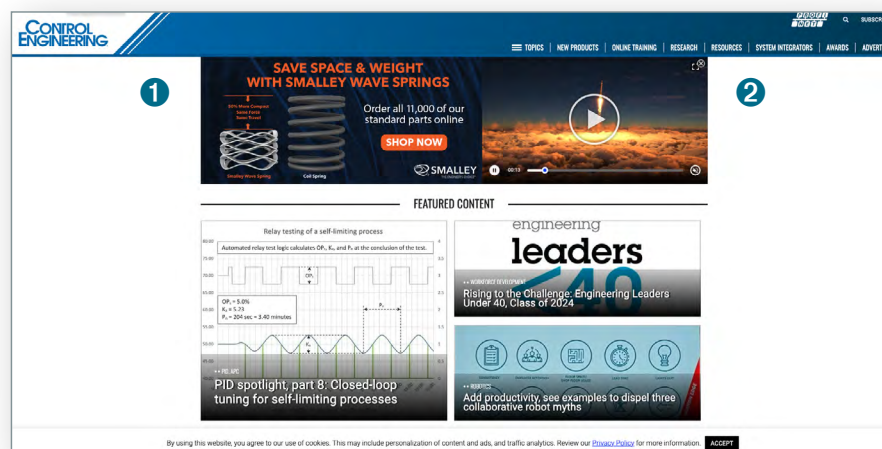
Desktop & Mobile examples (IMAGE + VIDEO Version)
1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

Own the Topic

"Own the Topic" (OTT) is a **3 month minimum** contextual advertising service that ensures display ads appear within relevant topical categories on our brand websites. This service includes a monthly email blast (3) to subscribers interested in this topic. This product positions an advertiser as an authority in key discussion areas by connecting its ads directly with the content engineers are engaging with.

Rate: $15,000 per month

OWN THE TOPIC BUNDLE PACKAGE

300x600

728x90

300x250

Brought to you by:
CONTROL ENGINEERING

Control Systems

CONTROL ENGINEERING

Product Title #1
Product description here.
LEARN MORE

Product Title #2
Product description here.
LEARN MORE

Product Title #3
Product description here.
LEARN MORE

Product Title #4
Product description here.
LEARN MORE
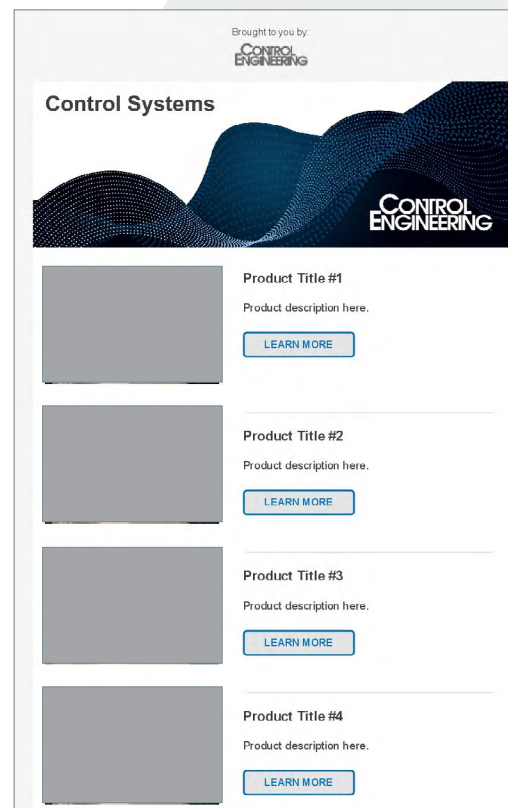
TOPIC EXAMPLES INCLUDE:

Energy Efficiency and Management

HVAC and Mechanical Engineering

Motors and Drives Efficiency

Predictive & Preventative Maintenance

Safety & Personal Protective Equipment

Arc Flash Safety & Training

Building Automation Controls

Control Systems (PLC, HMI, DCS, Sensors)

Digital Transformation & IIoT

Edge Computing & Connectivity

AUDIENCE MARKETING

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First-Party Audience Targeting
Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

CONTENT AFFINITY TARGETING

- Target by content affinities across the Control Engineering network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your representative for more details.
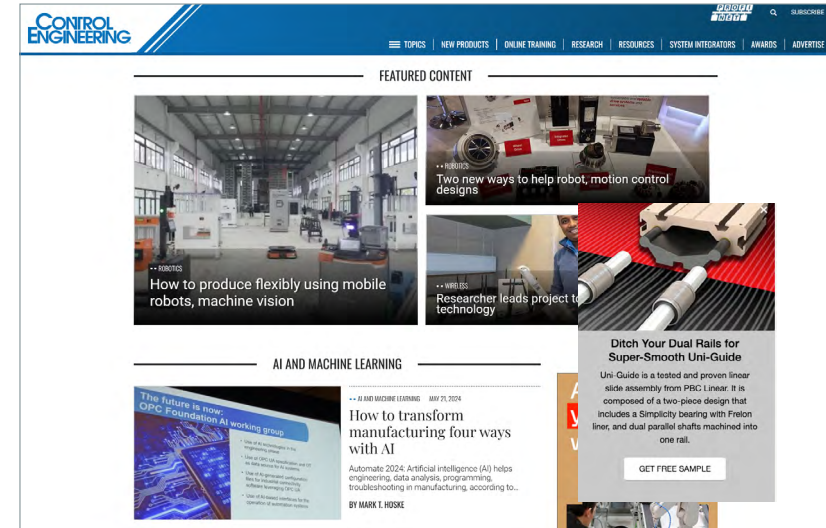
Online Ad Specifications:
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL

Audience Extension

Intent-Based Marketing │ Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging y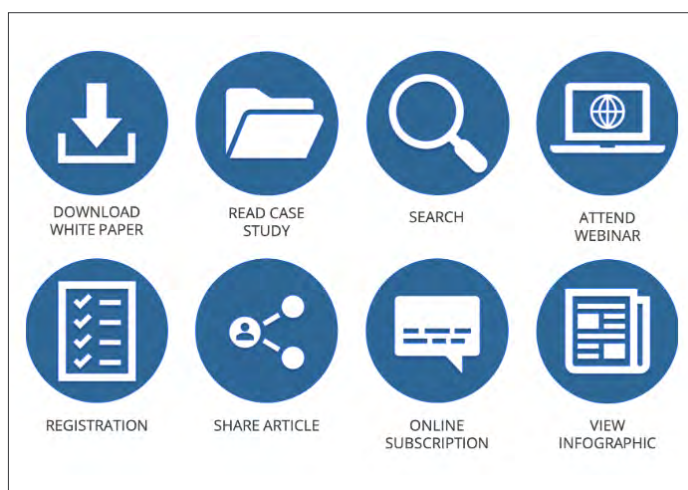our target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.

SPECIFICATIONS:
- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

INTENT-BASED MARKETING
- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.
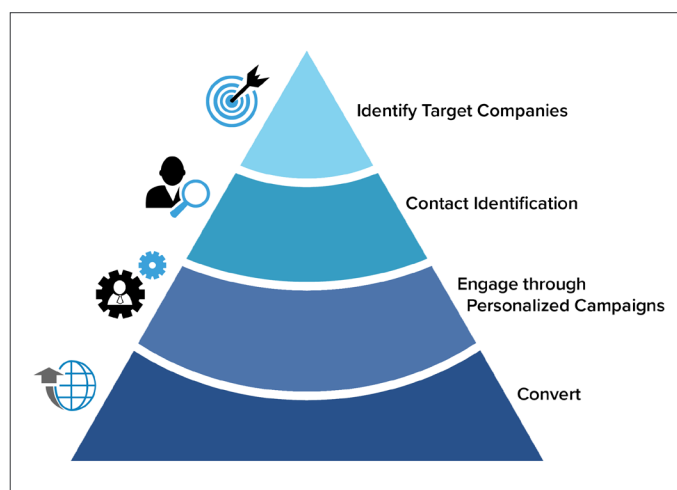
ACCOUNT-BASED MARKETING
- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting *(also known as behavioral remarketing)* is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Control Engineering Network Network to retarget key segment audiences.

Control Engineering offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Control Engineering network website.

Pricing based on CPM volume and custom ROI programs

Measure Performance

Your Display Presented on Brand Safe Sites

Drive Relevant Offers & Messaging

Control Engineering User Session Over - Visits Other Websites

Leverage Control Engineering Network Audience to Drive Traffic to Your Website

User Visits Control Engineering Network

RETARGETING REQUIREMENTS:
- All ads must have a border
- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF
  (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:
- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi
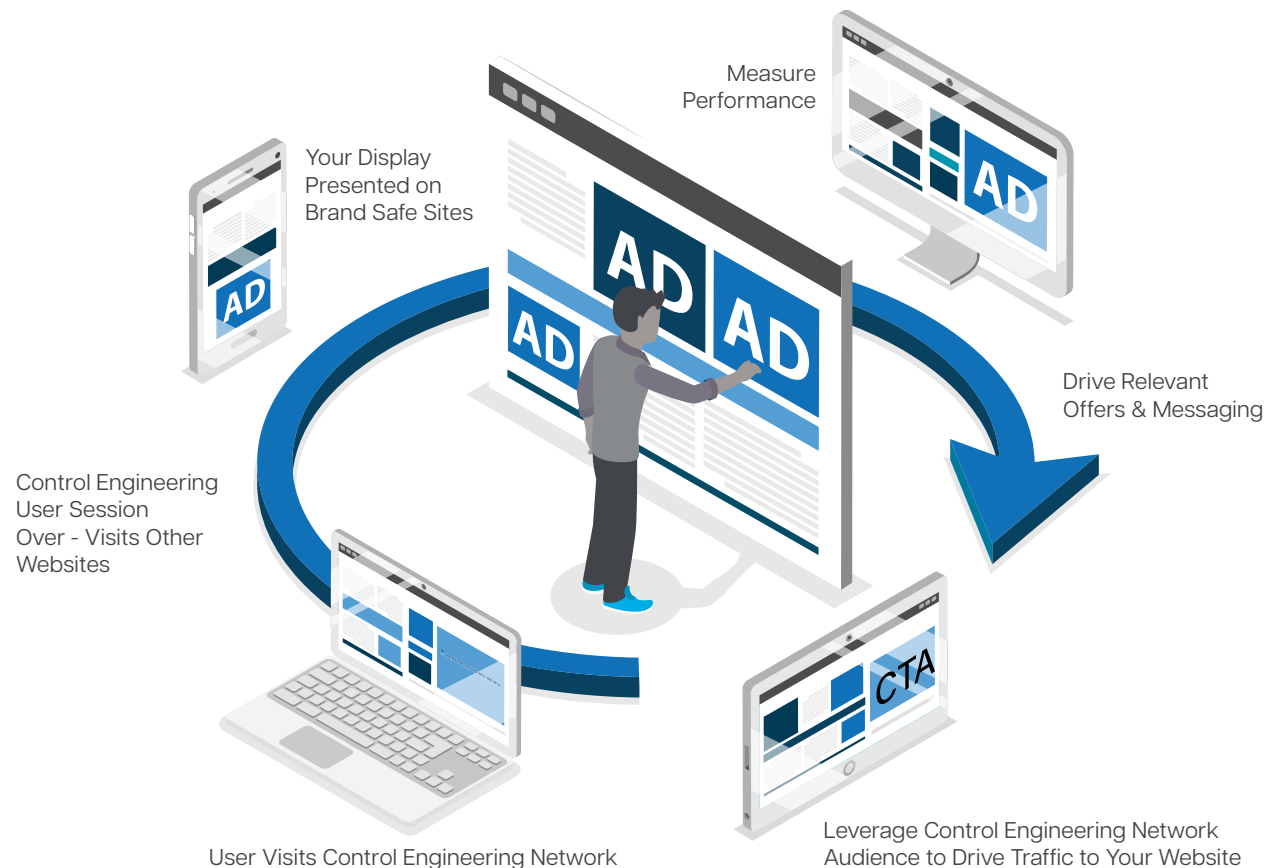
Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Control Engineering uses the latest in marketing automation, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

AI & Machine Learning

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	44,130	$5,800	$1,650

Air Compressors

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	21,000+	$5,800	$1,650

Control Systems

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	42,347	$5,800	$1,650

Digital Transformation

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	40,408	$5,800	$1,650

Edge & Cloud Computing

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	39,279	$5,800	$1,650

IIoT: Process Control & Automation

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	33,122	$5,800	$1,650

IIoT: Sensing, Connectivity and Analytics

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	34,033	$5,800	$1,650

Industrial Networking

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	19,500	$5,800	$1,650

Mechatronics & Motion Control

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	24,811	$5,800	$1,650

Monthly Top Picks from Mark Hoske

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	19,863	$5,800	$1,650

Motors & Drives

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	40,275	$5,800	$1,650

Oil & Gas Engineering

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	19,974	$5,800	$1,650

Process Instrumentation & Sensors

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	29,546	$5,800	$1,650

Product & Media Showcase

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	13,476	$5,800	$1,650

System Integration

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	23,479	$5,800	$1,650

Whitepaper Connection

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	14,167	$5,800	$1,650

EDITORIAL ENEWSLETTER SPECIFICATIONS:

SINGLE AD SPECS:
Text ad:
- Image: 450x255 static jpg or gif file
- Title: 5-10 words
- Copy: 50-75 words
- Call to Action (3 to 5 Words) + URL

EXCLUSIVE SPECS:
As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots (728x90, 300x250 & 3 text ads).
- Leaderboard ad (728x90) + URL
- Box ad (300x250) + URL

PRODUCT & MEDIA SHOWCASE SPECIFICATIONS:

MULTI-SPONSOR:
One product highlight: static image (product or logo at 450x255 pixels), headline (5-10 words), descriptive ad text (30-35 words), CTA text (3-5 words) and URL

EXCLUSIVE SPONSORSHIP:
Six product highlights: each with a static image (product or logo at 450x255 pixels), headline (5-10 words), descriptive ad text (30-35 words), CTA text (3-5 words) and URL

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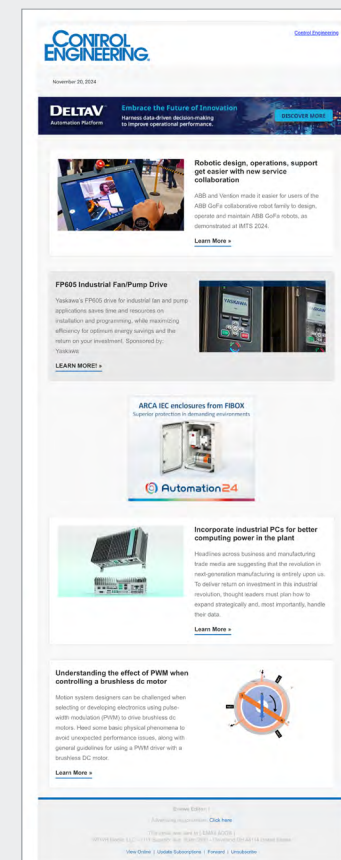
CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition

Control Engineering uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
  – 450x255 static image
  – Headline (5-10 words)
  – Copy (30-35 words)
  – CTA text (3-5 Words)
  – URL
- 1 featured Video (optional) which includes:
  – 450x255 static image
  – Headline (5-10 words)
  – Copy (30-35 words)
  – CTA text (3-5 Words)
  – URL

- Lead generation available target range: 50-100 leads per campaign

Contact your representative for more details.

Partner Promotion

Your HTML, **our audience**.

SPONSOR HTML

Control Engineering offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

Contact your representative for more details.

IMPORTANT! Control Engineering uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Control Engineering acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.

SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
    - The html file should be a max width of 650 pixels
    - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
    - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
    - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

➤ *Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.*

➤ *WTWH Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.*

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Partner Promotion

Our template, **your message**.

SINGLE OFFER TEMPLATE

Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

Contact your representative for more details.

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country
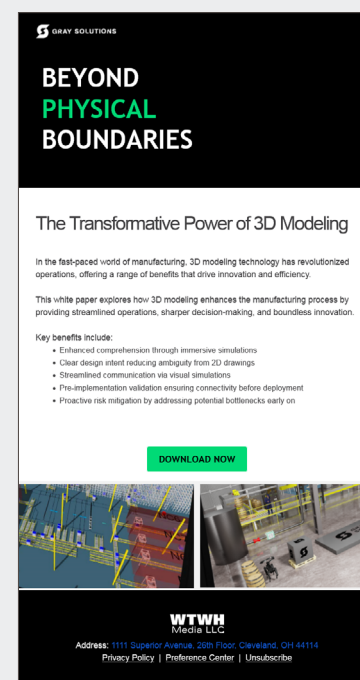
SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of **our editorial websites**.

CUSTOM NATIVE CONTENT PROGRAM
- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Contact your representative for more details.

SPONSORED CONTENT
- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

Contact your representative for more details.

SPECIFICATIONS:
- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
  – Headline
  – Sub-headline (Optional)
  – Body Copy – 900 words or less; include URLs
  – Supporting images (Optional) – up to 500px wide
  – Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.

Custom Native Programs

Sponsored Content

eBooks

Multi-sponsored educational supplements that contain a mix of editorial content and sponsor content about a specific topic.

CONTROL ENGINEERING EBOOK TOPICS INCLUDE:

AI & Machine Learning	Oil & Gas Engineering
AppliedAutomation	Pain Points and Solutions in Discrete Manufacturing
Applying Industrial Analytics	
Control Systems	PID Tuning
Cybersecurity in Smart Factories	PLCs
Digital Transformation	Process Instrumentation & Sensors
Edge & Cloud Computing	Protecting Critical Infrastructure
Enclosures & Cut-to-length Wire	Robotics
IIoT Cloud	SCADA & HMI
Industrial Networking	Securing the IIoT
IT/OT Convergence	System Integration
Mechatronics & Motion Control	Vision Systems
Motors and Drives	Wellsite Automation

Sponsor an eBook and hard leads will be delivered to you on a weekly basis. Our eBooks include key technology content picked by the Editors of Control Engineering.

Priced at $18,645 for a 6-month sponsorship
Contact your sales representative for details

WWW.CONTROLENG.COM/EBOOKS

eBOOK PROMOTION:
- eBook is housed on Control Engineering website
- Email blasts promoting the eBook sent out quarterly
- Additional promotion through vacant web ads and eNewsletter inventory

eBOOKS REQUIREMENTS FOR SPONSORED PDF:
- One (1) article or case study (up to 3,000 words and any corresponding images)
- One (1) video (YouTube link or direct link to video on your website)
- One (1) digital display ad (.pdf is preferred and gives the best resolution)
  - Option 1 ("full-page" ad shrunk to fit eBook alongside text): 7"x10"
    VERTICAL
  - Option 2 (take up entire page space): 10.5" x 8.25"
    HORIZONTAL
- High-res company logo
- Website URL

Webcasts
Engage a captive audience and generate leads.

Control Engineering webcast series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand

EDITORIAL WEBCASTS
Control Engineering has developed a 2025 webcast schedule and invites manufacturers to share their experiences and expertise to help design engineers better understand technology or product related issues and challenges. Control Engineering editors will select a limited number of manufacturers to participate in each webcast.

RCEP Accredited courses, eligible for certified Professional Development Hours (PDHs)

Rate: $16,720

CUSTOM WEBCASTS
Sponsor chooses their own topic and presents educational material related to that topic. Control Engineering will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Rate: $ 23,650

WEBCAST FEATURES:
- Sponsors receive pre-qualified lead information from registrant database
- Sponsor logos on all webcast promotion (e-blasts, registration page, and more)
- Sponsors receive one proprietary question on follow-up survey
- Pre-recorded advertisement demonstrating your brand's solutions, products, services, industry leadership role and value proposition during the Webcast (streaming audio and images)
- Sponsor recognition throughout Webcast
- Webcasts are archived for 365 days

All webcasts are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

LEAD GENERATION

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Content Syndication

Audience Marketing | Lead Generation

AUDIENCE MARKETING

Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.

MQL Gated
Marketing qualified lead

2-Touch Performance MQL
A lead has consumed two pieces of content
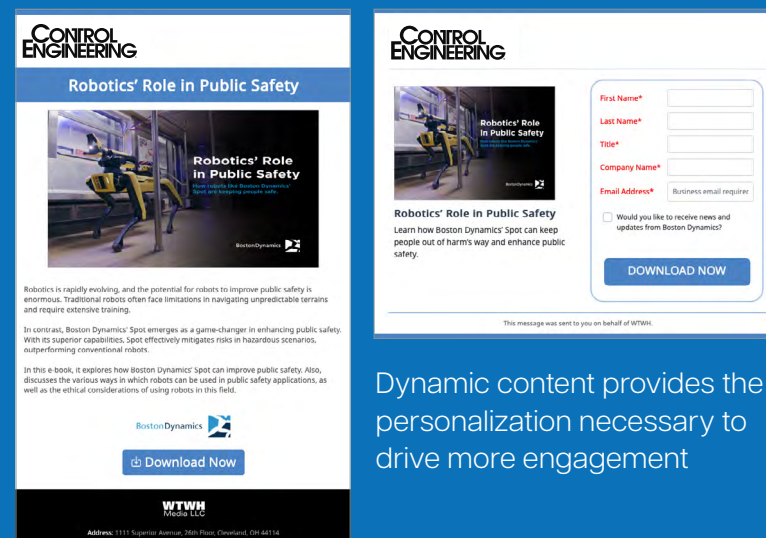
BANT Performance
A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

Contact your representative for more details.

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection

Dynamic content provides the personalization necessary to drive more engagement

CONTENT STUDIO

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CONTENT STUDIO

WHERE CONTENT MEETS RESULTS

STRATEGY. AMPLIFICATION. PERFORMANCE.

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice
Fold outs, Supplements, Featurettes, Special Sections

Branded Industry Thought Leadership
White Papers, Ebooks, Case Studies

Branded Engagement
Blog Posts, Social Media Posts, Press Releases

Branded Videos
Explainer Videos, Product Demonstrations, Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

CONTENT STUDIO

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Content Development

Print Content | End-to-end project management content creation, design & layout

VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: $4,500

VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: $6,250

TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: $8,500

FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: $9,400

FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: $11,000

EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: $19,000

Contact your sales representative for more information and package pricing.

marketing.wtwhmedia.com

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page

ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: $1,000

VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: $3,250

VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: $3,250

CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: $5,500

E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: $5,500

EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: $6,500

LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: $7,500
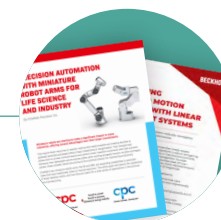
WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: $7,500

Contact your sales representative for more information and package pricing.

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marketing.wtwhmedia.com

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page

BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: $1,600

SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: $1,600

WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: $3,000

THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: $9,500

WEBCAST BRIEF (FLAT RATE)

- 2-page co-branded webcast brief of 600 words based on recorded webcast
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webcast Brief program: $6,500

WEBCAST BRIEF

- 2-page co-branded webcast brief based on recorded webcast
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webcast Brief program: $8,500

SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: $19,000

Contact your sales representative for more information and package pricing.

marketing.wtwhmedia.com

VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on a WTWH Media website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard ands style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: $3,250
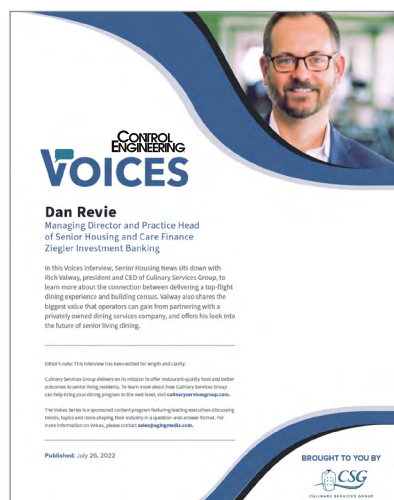
VIEWS

WTWH VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.

WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.

Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request
- Views Program Rate: $3,250

CONTROL ENGINEERING

Ad close dates: February AD CLOSE: 1/13/2025 · April AD CLOSE: 3/11/2025 · June AD CLOSE: 5/13/2025 · August AD CLOSE: 7/15/2025 · October AD CLOSE: 9/16/2025 · December AD CLOSE: 11/7/2025

Control systems; Automation; PLCs, PACs, DCSs, SCADA, controllers; Programming; HMI, OI; PID, APC; PLM, control design

Month	Topic
January	Control systems - Centralized monitoring and control
February	CE: Best of 2024 / Automation applications
March	PLCs, PACs: Hardware trends, programming help
April	Open automation, process control, next-generation DCS
May	SCADA
June	Controller applications
July	Programming basics
August	HMI/OI: Local and global / Intrinsic safety for control systems
September	PID/APC / Advanced programming tips
October	Automation specifications
November	Control systems applications
December	PLC/control design, programming integration

AI and machine learning; Edge and cloud computing; Industrial PCs; IIoT, Industry 4.0; Manufacturing IT, MES

Month	Topic
January	AI and machine learning
February	Edge or cloud computing using AI
March	Artificial intelligence tutorial
April	Industrial PCs / GenAI for automation, programming
May	Machine learning applications
June	IIoT for Engineers, Industry 4.0, Smart manufacturing
July	Artificial intelligence applications
August	Manufacturing IT
September	Machine learning
October	Manufacturing execution systems
November	AI and machine learning in the automation/control system lifecycle
December	Controls and AI integration + A12:M12

Motors and drives: Energy efficiency; Power; Power quality; Energy, power

Month	Topic
January	Motors and drives industries, applications
February	Energy efficiency for motor-drive systems
March	Motors and drives tutorials
April	UPS sizing for automation systems
May	Motors and drives
June	Motors and drives application examples
July	Power quality with motors and drives
August	Motors and drives: Selection, configuration, programming
September	Energy, power, sustainability
October	Motors and drives trends
November	Motors and drives efficiency examples
December	Motors and drives specification

Mechatronics and motion control: Robotics; Vision and discrete sensors; Machine safety; Discrete manufacturing

Month	Topic
February	Mechatronics and motion control
April	Robotics: Next generation
June	Machine vision systems
August	Discrete sensors: Trends, applications
October	Machine safety
December	Discrete manufacturing applications

Process instrumentation and sensors: Data acquisition, DAQ; Process safety; Simulators, optimizers

Month	Topic
January	Process instrumentation
February	Process sensors, applications
May	Data acquisition, data optimization
June	Process safety / Industrial Cybersecurity Pulse (ICSP) topics
September	How simulators help automation, operations
October	Process instrumentation, sensors

System integration: Project management, Cybersecurity, System integrators, Workforce development

Month	Topic
January	Industrial Cybersecurity Pulse (ICSP) topics
February	System integration / Industrial Cybersecurity Pulse (ICSP) topics
March	Project management for automation / Industrial Cybersecurity Pulse (ICSP) topics
April	Industrial Cybersecurity Pulse (ICSP) topics
May	System integration applications / Industrial Cybersecurity Pulse (ICSP) topics
June	Salary, career survey / Workforce development spotlight: Automation differences by industry
July	Industrial Cybersecurity Pulse (ICSP) topics
August	Industrial Cybersecurity Pulse (ICSP) topics
September	System integrators / Industrial Cybersecurity Pulse (ICSP) topics
October	Automation workforce development / Industrial Cybersecurity Pulse (ICSP) topics
November	Industrial Cybersecurity Pulse (ICSP) topics
December	Industrial Cybersecurity Pulse (ICSP) topics

Industrial networking: Ethernet; Wireless; I/O systems, I/O modules

Month	Topic
February	Industrial networks and Industrial IIoT for Engineers
April	Industrial Ethernet; Single-pair Ethernet (SPE)
June	Industrial wireless
August	I/O and I/O systems for automation
October	Industrial networking applications

Digital transformation: Analytics; Digital twin; Virtualization, cloud analytics; Info management; Mobility

Month	Topic
January	Digital transformation
April	Analytics for control systems
June	Digital twins
August	Virtualization, cloud analytics
September	Information management for automation
October	Engineering Leaders Under 40
December	Mobility: Mobile versus remote, how to choose

Made in America, reshoring: Automation purchasing, resilience; Automation quality, economics

Month	Topic
January	Resilience for automation systems
February	Automation for made in America, reshoring
April	Automation quality, economic justification
June	Automation purchasing
September	Automation resiliency advice

Special sections - Roundtables, "Best of" series, inserts

Month	Topic
January	Best of 2024: CE July-December
February	CE Roundtable: Discrete control systems: PLCs, PACs, HMIs and IPCs / Automated Warehouse; Packaging OEM
March	Best automation topics from Engineering.com
April	CE Roundtable: Discrete Manufacturing: Motors, drives and robotics / Automated Warehouse; Packaging OEM
May	Best automation topics from Control Engineering
June	CE Roundtable: Industrial Networking: Ethernet, wireless, protocols and more / Automated Warehouse; Packaging OEM
July	Best of Collaborative Robotics
August	CE Roundtable: Process control systems: DCS, SCADA, instrumentation and safety / Automated Warehouse; Packaging OEM
September	Best of Mobile Robotics
October	CE Roundtable: Digital transformation: AI/ML, IIoT for Engineers and Industry 4.0/5.0 / Automated Warehouse; Packaging OEM
November	Automated Warehouse / Best of Digital Transformation Forum
December	CE Roundtable: System integration: Cybersecurity, project management and workforce development / Product of the Year / Automated Warehouse; Packaging OEM

Advertising Rates:

Full page	$11,220	1/2 page	$5,610
2/3 page	$8,415	1/3 page	$5,500
1/2 island	$8,415	1/4 page	$3,740
1/3 page spread	$7,040	Two-Page Spread	$18,260

CONTROL ENGINEERING

JANUARY	FEBRUARY AD CLOSE: 1/13/2025	MARCH	APRIL AD CLOSE: 3/11/2025	MAY	JUNE AD CLOSE: 5/13/2025
Editorial Webcasts					
January 30, 2025: System Integrator of the Year winners look ahead	**February 26, 2025:** Industrial cybersecurity: Impacts on safety	**March 25, 2025:** Automation programming tips	**April 22, 2025:** Motor management troubleshooting and diagnostics	**May 22 2025:** SCADA application, benefits	**June 26, 2025:** Industrial cybersecurity: Integration with security
Editorial Research					
		Research: **AI in control systems**			Research: **Salary and career survey**

JULY	AUGUST AD CLOSE: 7/15/2025	SEPTEMBER	OCTOBER AD CLOSE: 9/16/2025	NOVEMBER	DECEMBER AD CLOSE: 11/7/2025
Editorial Webcasts					
July 23, 2025: Motor replacement criteria		**September 25, 2025:** Select the right controller type for the application		**November 18, 2025:** Digital transformation	**December 11, 2025:** Energy management using variable speed drives
Editorial Research					
		Research: **PLCs, PACs**			Research: **Motors and drives**

Advertising Rates:

Full page............................$11,220	1/2 page..............................$5,610	1/3 page spread..............$7,040
2/3 page $8,415	1/3 page $5,500	Two-Page Spread........$18,260
1/2 island $8,415	1/4 page..............................$3,740	

Research

WTWH Media leverages its relationship with qualified engineering professionals and works with content experts to compile state-of-the-art research on trending topics. WTWH invests in research processes and proprietary methodologies to cut through information over-load, decipher multiple viewpoints and develop insights that allow you to perceive your business landscape more clearly.

67% of respondents ranked sponsored research as an advertising tactic they believe is most effective.

30% of engineers are in the research stage of the buying cycle when they are attending a trade show.

42% of engineers are willing to view four or more pages of search results before selecting one.

Digital Editions Sponsorship

Exclusive packages for lead generation, optimal placement and maximum reach.

DIGITAL EDITION PROGRAM

Customize your digital full page located next to the cover page. Use an existing print ad or customize your own page to direct customers to your offers. Your logo will also be prominent on the digital issue landing page and will be linked to your company's website.

- Full page ad size: 9 x 10 7/8 in. 150 dpi PDF RGB
- Logo – minimum 200 wide
- URL to landing page

Exclusive featured offer in e-newsletter pushed to 73,500 Digital Edition subscribers.

- Image – 250x200
- Logo – 200 wide
- Title - 5-10 words
- Copy- 30-40 words
- URL to landing page
- Call-to-action

Featured Digital Edition promotion across entire network.

FULL PAGE DIGITAL AD / TEXT PRODUCT SPOTLIGHT: $7,750
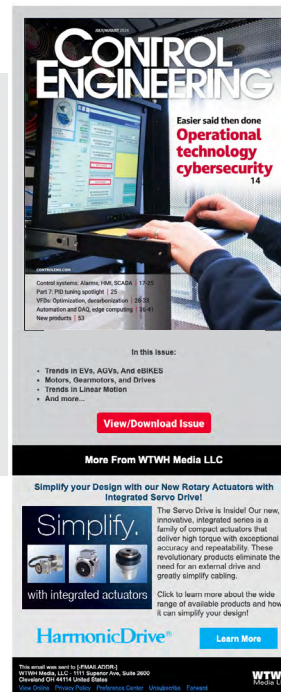
Control Engineering digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.

Packaging OEM

Developing the next generation packaging machines

PACKAGING OEM

in the following Control Engineering issues:

- March
- June
- September
- December

Sponsorship Includes:

- Full Page Advertisement
- Partner Content Inclusion (½ Page Technology showcase)
- 2x Text ads in Packaging OEM eNewsletter
- Investment: $5,950

Industry Segments: OEM

Bagging/Pouching/Wrapper Equipment	Inspection & Testing Equipment
Cartoning, Multipacking & Case Packing	Material Handling & Warehousing
Coding/Labeling/Printing Equipment	Materials, Containers & Consumables
Controls/Software/Machine Components	Palletizing & Load Stabilization
Converting & Packaging Forming Equipment	Plant Facilities, Infrastructure & Operations
Conveying, Feeding & Handling	Processing Equipment
E-Commerce	Professional & Outside Services
Filling, Capping & Closing	Robot & End-of-arm Tooling Manufacturer
Industry Affiliate	Specialty Equipment
	Sustainability

Industry Segments

Beverage

Cosmetics

Food

Household

Life Sciences / Pharma / Healthcare

Other Packaged Products
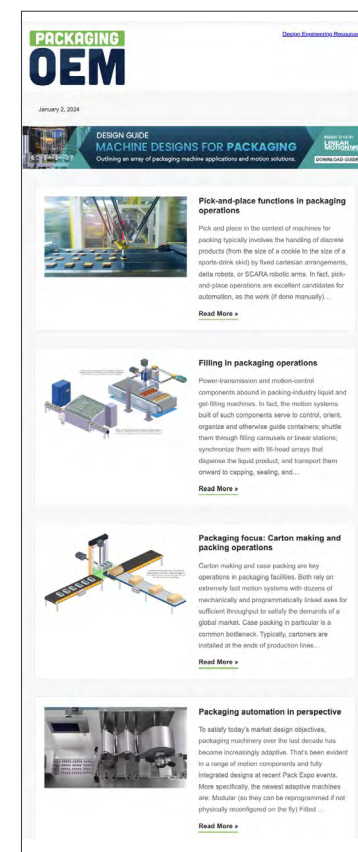
Leadership in Automation

Recognizing our leaders in automation engineering.

The **Leadership in Automation** program for January 2025 recognizes outstanding companies in key areas of automation, providing a comprehensive, integrated package to showcase leadership in the industry.

★ 2025 ★
LEADERSHIP IN AUTOMATION
CONTROL ENGINEERING

Nomination examples include engineering leadership for a person or inventor, engineering leadership by a specific department or overall company accomplishment.

Members of the engineering community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Control Engineering.

Rate: $4,500

CATEGORIES:

- Control Systems (PLC, HMI, SCADA)
- Edge & Cloud Computing
- Industrial Networking
- Motors & Drives
- Process Instrumentation
- Manufacturing Software
- AI & Machine learning
- Mechatronics & motion control
- System integration

DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview:
  Headline (50 characters / 5-7 words)
  Boilerplate (750 characters / 125 words)
- Why you are a leader: 250 Words (1500 characters)
- Company Logo*: 370 pixels wide and height is flexible
- 3 Featured Images*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:
  Headline – 80 character
  Description – 300 characters
  PDF file – 50MB max file size
  Image* – 300 pixels wide; height is flexible

*All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each

EDITORIAL

BACK TO TOC

Product of the Year (POY)

The *Control Engineering* Product of the Year* program highlights some of the best new control, instrumentation, and automation products as chosen by *Control Engineering's* print and online subscribers. Qualified subscribers are asked to select products based on technological advancement, service to the industry, and market impact. The annual reader-choice program was created to provide *Control Engineering's* readers with information about the top new product in their fields.

Now in its 38th Year!

CONTROL ENGINEERING PRODUCT OF THE YEAR

*WTWH Media revised its product award programs for consistency, including rebranding the Engineers' Choice Awards as Product of the Year, beginning with the 2023 program.

PRODUCT OF THE YEAR RECOGNIZE THE NOMINATIONS FOR THE FOLLOWING CATEGORIES:

- Actuators, Motors, Drives
- Automated Processes
- Control Systems
- Facility Type
- I/O & Networking
- Information Management
- Plumbing
- Safety & Security
- Services
- Test & Measurement

- Asset Management
- Building & Construction
- Electrical & Lighting
- HVAC
- Industries
- Mechanical
- Power
- Sensors
- Software

KEY DATES:
Nominations open Oct. 1, 2024, and close Jan. 31, 2025. Nominees listing announced March 2, 2025; Winners announced June 2, 2025.

RECOGNITION:
All nominations that meet the eligibility requirements are named Nominees. Nominees receive an official Nominee logo to use in marketing efforts promoting their status to customers. Nominees are listed in a special eBook released in March 2025.

Based on the voting results, one Most Valuable Product (MVP) winner will be named (the product that receives the most votes overall) and each category will have a declared Gold, Silver and Bronze winner. In the event of a tie, it is possible for more than one Gold, Silver or Bronze winner to be awarded in a category. All winners receive an official Gold, Silver, Bronze or MVP logo to use in marketing efforts promoting their status. Winners are featured in a special eBook released in June 2025.

ELIGIBILITY REQUIREMENTS:

Products nominated into the 2025 POY program must meet the following criteria:

- Products must have been made first available for purchase in the North American market between January 1, 2024, and December 31, 2024.

- If the nomination is a new version of a previously available product, the nomination must represent a major modification or redesign of the product. New versions of software must offer new capabilities and significant enhancements.

- Products must be available for purchase in the United States.

- All information fields on the nomination form are completed and accurate regarding the product and the manufacturer.

- Products for the 2025 POY program cannot have been previously nominated for the 2024 POY program.

WINNERS
Innovative. Sustainable. High-Performing.
These are the products bringing us to the future.

www.controleng.com/events-and-awards/product-of-the-year

Engineering Leaders Under 40

engineering
leaders <40

The Engineering Leaders Under 40 program* recognizes manufacturing professionals under the age of 40 who are making a significant contribution to their plant's success, and to the control engineering and/or plant engineering professions. Our research shows that finding, training and retaining workers is the biggest issue facing manufacturing today. The goal of the Engineering Leaders Under 40 program is to call attention to these successful young engineers in manufacturing and to show how manufacturers are recruiting and developing the next generation of manufacturing professionals.

This program was formerly known as the Control Engineering Leaders Under 40 program.

NOMINEES MUST HAVE CONTROL AND/OR PLANT ENGINEERING PRODUCTS OR SYSTEMS PURCHASE OR SPECIFICATION RESPONSIBILITIES FROM AMONG THE FOLLOWING:

- Control systems including HMIs, PLCs, PACs, DCSs, single-loop or PC-based controllers
- SCADA, historian, alarm management or data acquisition systems
- Design, analytics, PLM, ERP, MES, batch, scheduling, SCM or IOT systems
- PCs, IPCs, mobile devices, embedded components, edge computing or other computer equipment
- Process, discrete or vision systems, sensors, transmitters, relays, timers, RFID, bar code, power supplies
- Motors, drives and actuators
- Wired or wireless networking (Ethernet, switches, routers), device bus, fieldbus networks, I/O modules and systems
- Motion control systems and robotics
- Safety for process or machine systems
- Power distribution systems or power protection systems, and enclosures
- Analytical instruments, test or calibration equipment
- Pumps, valves, positioners

SELECTION CRITERIA:

Some of the qualities and characteristics the editors will be looking for (in no particular order):

- Leadership skills
- Sustained career progress
- Academic training
- Personal integrity
- Community outreach/volunteer work
- Inventiveness
- "People" skills
- Dedication
- Technical skills

RECOGNITION:

Winners will receive recognition from *Control Engineering* and *Plant Engineering* magazines and will be announced in the print and online editions of the magazines as well as in *Control Engineering* and *Plant Engineering* e-newsletters. Winners grant WTWH Media the right to use his or her nomination, name, likeness, hometown, and biographical information in advertising and promotion in all media without further compensation or permission, except where prohibited by law. All expenses, including taxes, if any, related to winning are the sole responsibility of the winner. Winner releases WTWH Media, affiliates, suppliers, and agents from any and all liability for any loss, harm, damages, cost or expense, including without limitation property damages, personal injury and/or death, arising out of participation in this contest.

KEY DATES:

Nominations for open April 1, 2025, and close June 27, 2025.

www.controleng.com/EngineeringLeaders

System Integrator Giants

The System Integrator Giants program (SI Giants) lists the top 100 system integrators among companies listed in the WTWH Media **Global System Integrator Database**, ranked solely on total system integration revenue.

**SYSTEM INTEGRATOR GIANTS 2025**

KEY DATES:

- System Integrator Giants submissions are due by Friday, Aug. 30, 2024, at 5 p.m. CT

- Early December 2024: 2025 System Integrator Giants announced online and featured in the Global System Integrator Report

2024 System Integrator of the Year | 13

Global SYSTEM INTEGRATOR Report

Integration as collaboration
Technology in support of domain expertise

Also:
System Integrator of the Year Awards | 8
SI Giants in Action | 12

2024 SYSTEM INTEGRATOR GIANTS

CFE Media and Technology presents the 2024 System Integrator Giants, a ranking of the top systems integrators by system integration revenue as reported in the Global System Integrator Database.

2024 RANK	FIRM NAME	TOTAL SI REVENUE (USD)	TOTAL GROSS REVENUE (USD)
1	Andritz	$340,000,000	$8,108,725,000
2	RoviSys	$264,000,000	$365,000,000
3	Quad Plus	$232,000,000	$232,000,000
4	Prime Controls	$207,380,002	$230,422,225
5	Wunderlich-Malec	$197,460,000	$216,400,000
6	Fori Automation	$190,000,000	$190,000,000
7	John Wood Group	$149,000,000	$5,400,000,000
8	Barry-Wehmiller Design Group	$142,994,377	$480,312,000
9	E Tech Group	Confidential	Confidential
10	SAGE Group	$119,856,240	$120,791,702
11	Thermo Systems	$84,642,818	$121,720,818
12	Tesco Controls	Confidential	Confidential
13	Revere Control Systems	$76,043,000	$76,000,000
14	Logical Systems	$75,043,000	$78,709,000
15	Cotmac Electronics	$61,206,000	$63,630,000
16	Grantek	$58,850,000	$58,850,000
17	Gray Solutions	$56,000,000	$92,000,000
18	Actemium North America	$53,000,000	$53,000,000
19	M.C. Dean	$46,341,000	$1,368,000,000
20	Triad Controls System	$43,780,000	$870,000,000
21	Interstates	$41,200,000	$285,130,912

RECOGNITION:

The annual list of SI Giants will be released in December with WTWH Media's Global System Integrator Report. Intended as a 12-month reference guide, the Report celebrates recent achievements by highlighting integrators who will make a difference in the years to come.

WWW.CONTROLENG.COM/GIANTS
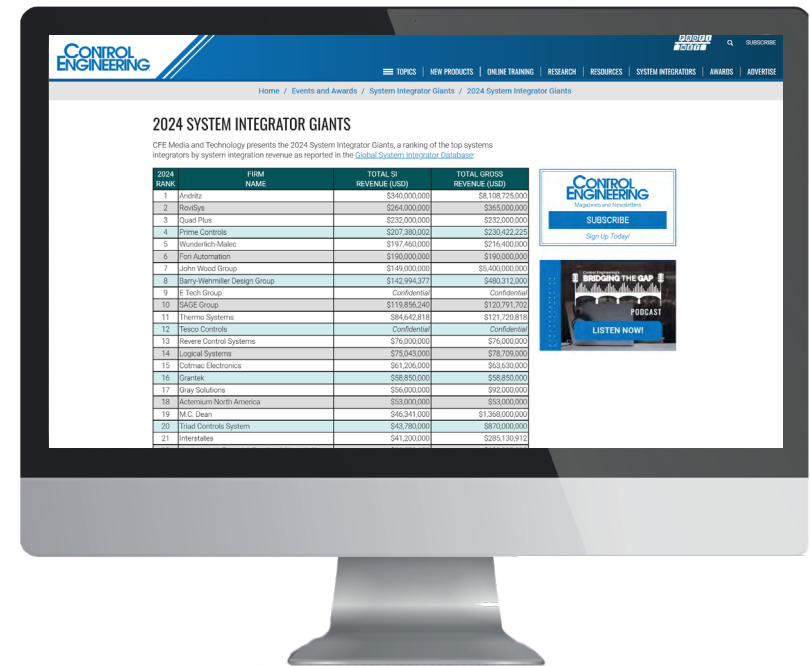
Marketing to Engineers®

Research | Presentations | Panels

MARKETING TO ENGINEERS® CONFERENCE

The Marketing to Engineers® seminar features industry experts presenting tips for successful integrated marketing campaigns, and the latest trends relevant to the engineering community.

Provide **real solutions** to four key engineer subscriber groups via multi-media platforms based on **subscriber research and industry intelligence.**

RESEARCH

- The results of the latest Marketing to Engineers® research studies are revealed at the beginning of each live event.

PRESENTATIONS

- Enjoy presentations from industry experts on topics such as content marketing, lead generation, social media and more.

PANELS

- Participate in discussions with industry experts and the engineers themselves through a variety of panels.

JUNE 2025

CONTROL ENGINEERING

WTWH MEDIA PRINT AD SPECIFICATIONS			
AD SIZE	**AD SHAPE**	**TRIM**	**BLEED**
Full Page	Full Page	9" x 10-7/8" (9" x 10.875")	9-1/4" x 11-1/8" (9.25" x 11.125")
1/2 Page	1/2 Vertical	3-7/8" x 9-7/8" (3.875" x 9.875")	4-1/2" x 11-1/8" (4.5" x 11.125")
	1/2 Horizontal	8" x 4-3/4" (8" x 4.75")	9-1/4" x 5-3/8" (9.25" x 5.375")
	1/2 Island	5-1/4" x 8" (5.25" x 8")	5-7/8" x 8-3/4" (5.875" x 8.75")
2/3 Page	2/3 Vertical	5-1/4" 9-7/8" (5.25" x 9.875")	5-7/8" x 11-1/8" (5.875" x 11.125")
1/3 Page	1/3 Vertical	2-1/4" x 9-7/8" (2.25" x 9.875")	3-1/8" x 11-1/8" (3.125" x 11.125")
	1/3 Square	5-1/4" x 5" (5.25" x 5")	5-7/8" x 5-5/8" (5.875" x 5.625")
	1/3 Horizontal	8" x 3-1/8" (8" x 3.125")	9-1/4" x 3-3/4" (9.25" x 3.75")
1/4 Page	1/4 Square	3-7/8" x 5" (3.875" x 5")	4-1/2" x 5-5/8" (4.5" x 5.625")
1/6 Page	1/6 Horizontal	8" x 1-5/8" (8" x 1.625")	9-1/4" x 2-1/4" (9.25" x 2.25")
	1/6 Media Showcase	2.4" x 4.5"	N/A
ADS PLUS			
Full Page	Full Page Spread	18" x 10-7/8" (18" x 10.875")	18-1/4" x 11-1/8" (18.25" x 11.125")
1/2 Page	1/2 Horizontal Spread	17" x 4-3/4" (17" x 4.75")	18-1/4" x 5-3/8" (18.25" x 5.375")
Bellyband	Bellyband *(please consult w/ CSR)*	19-1/2" x 5" (19.5" x 5")	19-3/4" x 5-1/4" (19.75" x 5.25")

Please submit ads via the WTWH Ad Portal at **ads.wtwhmedia.com.**

LIVE (SAFETY) AND BLEED
Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA
File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).
Fonts: Embed all fonts
Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.
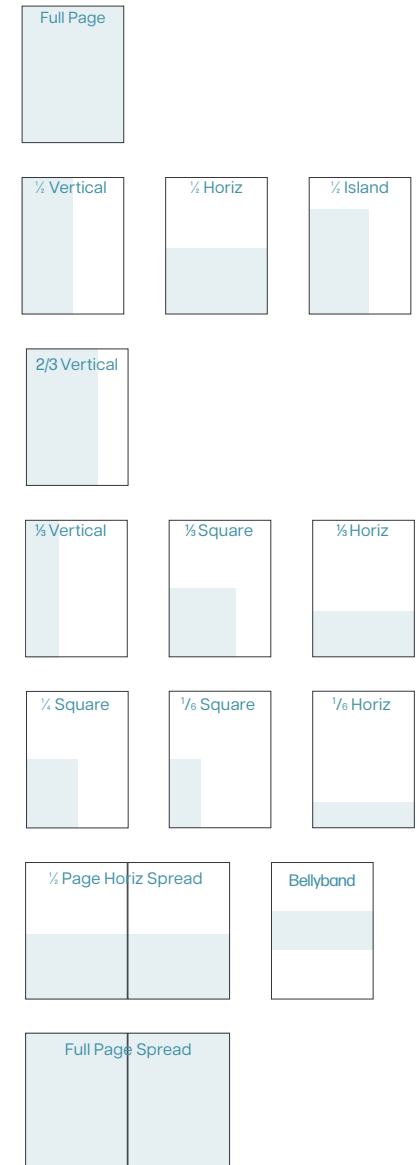**Resolution:** 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF
Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

Printing Process: Offset, computer-to-plate (CTP)
Binding Method: Perfect bound / Saddle stitch bound

Full Page

¼ Vertical   ½ Horiz   ½ Island

2/3 Vertical

⅓ Vertical   ⅓ Square   ⅓ Horiz

¼ Square   ⅙ Square   ⅙ Horiz

½ Page Horiz Spread   Bellyband

Full Page Spread

Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Control Engineering manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

| Increase thought leadership presence via social channels	Create & post content	Grow following & increase engagement	Increase social conversion to your website

CONTROL ENGINEERING OFFERS

- Dedicated Account Manger to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from $900-$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.
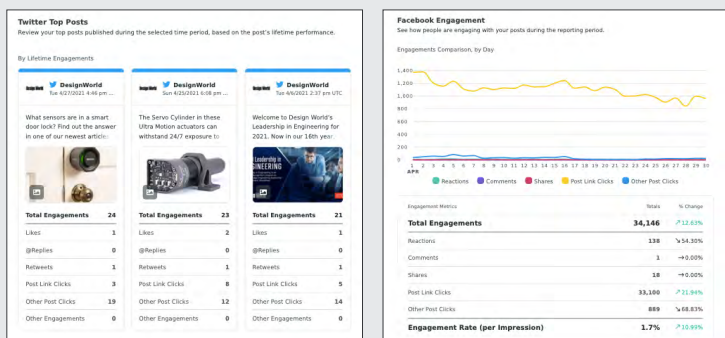
Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

In addition to social media platform management, Control Engineering manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Control Engineering will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

- **LinkedIn**
  Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

- **Facebook**
  Target ads by geography, job title, field of study and device usage.

Investment:
Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Control Engineering's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform.

Please contact your sales representative for more details and pricing.

Contact Us

BACK TO TOC
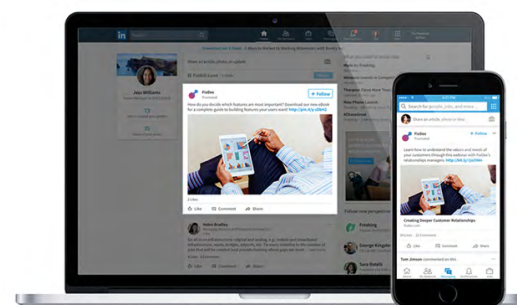
BUSINESS DEVELOPMENT

Senior Vice President, Sales & Strategy
Courtney Nagle
cnagle@wtwhmedia.com
440-523-1685

Senior Vice President, Sales & Strategy
Patrick Lynch
plynch@wtwhmedia.com
847-452-1191

Vice President of Sales
Matthew Waddell
mwaddell@wtwhmedia.com
312-961-6849

Vice President, Business Development
Jim Powers
jpowers@wtwhmedia.com
312-925-77793

Sales Director
Robert Levinger
rlevinger@wtwhmedia.com
872-350-2822

Sales Director
Judy Pinsel
jpinsel@wtwhmedia.com
847-624-8418

Account Manager
Susan Powers
spowers@wtwhmedia.com
708-341-3370

Account Manager
Jack Gillerlain
jgillerlain@wtwhmedia.com
773-909-2718

CONTROL ENGINEERING EDITORIAL TEAM

VP and Editorial Director
Stephanie Neil
sneil@wtwhmedia.com
508-344-0620

Editor-in-Chief
Mark T. Hoske
mhoske@wtwhmedia.com
847-830-3215

Senior Editor
Gary Cohen
gcohen@wtwhmedia.com
708-341-1970

Managing Editor
Sheri Kasprzak
skasprzak@wtwhmedia.com
401- 243-7247

WTWH Media LLC

1111 Superior Ave., Ste. 1120 · Cleveland, OH 44114 · 1-888-543-2447 · wtwhmedia.com