

Make the
Move to **InTech**[®]

A large, stylized image of a computer monitor and keyboard, tilted at an angle. The monitor displays a website with the "InTech" logo and various data charts. The keyboard is visible in the foreground, and the background is a gradient of blue and yellow. The image is framed by a white curved line that separates it from the text below.

**E-mail, Online and
Electronic Marketing
Opportunities**

www.isa.org/intech

Setting the Standard for Automation™

E-mail, Online and Electronic Marketing Opportunities

InTech E-News

InTech E-News reaches more than **64,000** key automation buyers and decision-makers each week. Distributed each Thursday, **InTech E-News** delivers the latest industry news, trends, and updates specially targeted to readers' needs. With targeted coverage, market penetration, and insightful editorial, **InTech E-News** is the ideal vehicle for your sales message.

High Readership: **InTech E-News** garners top ratings for timely coverage of topics, relevance of contents, and overall readability. More than **70%** rate it "highly useful" to them in their day to day work.

Immediately Trackable Response: Sponsors receive a direct response and can link readers directly to their sites. **This is the only vehicle allowing you to reach these buyers via e-mail.**

Core Buyers: **InTech E-News** readers collectively represent the top decision-makers in the **\$83 billion** automation market. And with our affordable rates, you can reach these highly influential buyers for about 2 cents each.

New look promises greater impact: **InTech E-News** has been redesigned for even stronger readability, providing an even more inviting environment for your sponsorship ads.

Sponsorship includes:

- Company logo or other image
- 50 characters of text immediately below your image
- Web link to your Web site

Rates:

- 1x - \$1,995 per issue
- 3x - \$1,895 per issue
- 6x - \$1,695 per issue
- 12x or more - \$1,495 per issue

InTech Online

InTech's home on the web is **www.isa.org/intech**. This highly interactive site offers automation professionals the information they need to stay informed about significant technical developments, applications, trends, and standards.

Relevant Content: **InTech** readers access the site to stay up to date on the latest news and access resources developed by industry leaders and ISA. With fully searchable article archives and extended content to aid their research, **InTech** readers come back to the site again and again.

Limited Inventory Increases Your Value: By limiting ad positions to three prime locations on the page, you can be assured that your ad is getting seen by **hundreds** of readers each day. And the direct link to your web page means you can track responses as soon as you ad goes online.

Rates:

- \$1,995 per month
- A 3-month commitment is required

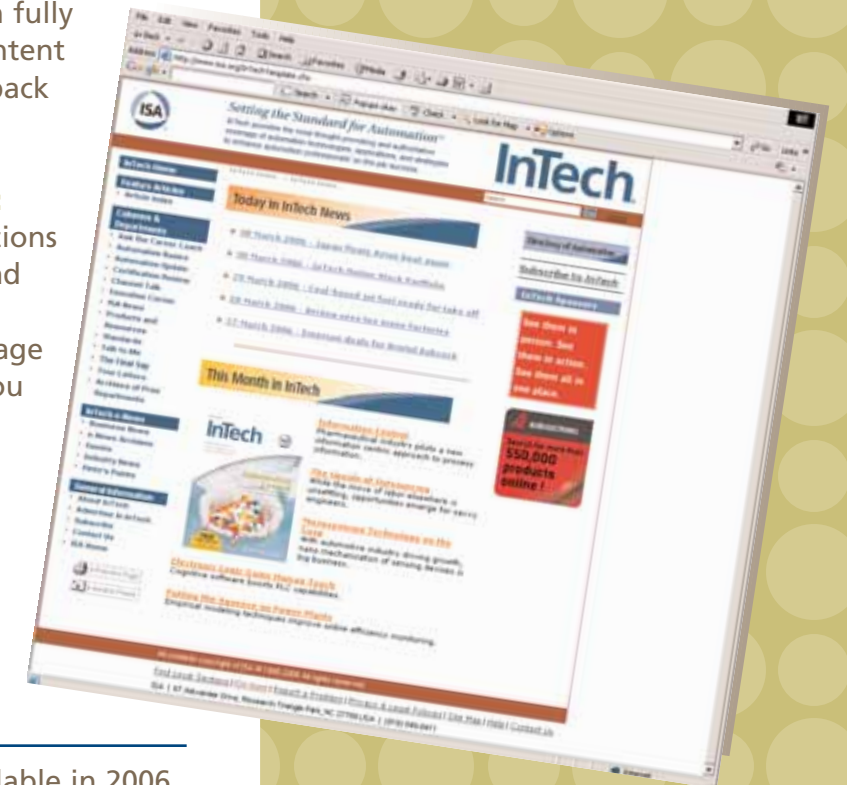
Digital InTech

A new digital version of **InTech** will be available in 2006 to extend **InTech's** reach online. Watch for details!

Contact your sales representative for details on any of these advertising opportunities

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InTech's Mission

InTech provides the most thought-provoking and authoritative coverage of automation technologies, applications, and strategies to enhance automation professionals' on-the-job success. Published by the industry's leading organization, ISA, *InTech* addresses the most critical issues facing the rapidly changing automation industry.

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Founded in 1945, ISA (www.isa.org) is a leading, global, nonprofit organization that is setting the standard for automation by helping over 30,000 worldwide members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA develops standards; certifies industry professionals; provides education and training; publishes books and technical articles; and hosts the largest conference and exhibition for automation professionals in the Western Hemisphere.