# Insightful Editorial Coverage Delivers All the Pieces for Your Advertising Success

2009 *InTech* Editorial Planner

| | January | February | March | April | May | June | July | August | September | October | November | December | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cover Story** | Automation forecast: ***InTech* Market Study** | Water SCADA | PATee Cake: PAT advances; the pills | Offshore oil | Secure the power | Alternative fuel | Energy: Initiatives, incentives: ***InTech* Market Study** | Ethernet in the plant: ***InTech* Market Study** | Alarm management | Salary survey: ***InTech* Market Study** | Beverage production | Wireless | **Cover Story** |
| **Process Automation** control systems, instrumentation, sensing, and analysis | Flow factors | Pressure points | Safety: Intrinsically yours: ***InTech* Market Study** | Corrosion nicks the pipe | Mesh networking in plant: ***InTech* Market Study** | Advanced PID | Food security: RFID, track & trace | Harmonizing standards | ISA EXPO 2009 Advance | Oil toil: Downstream | Biotech | P&ID | **Process Automation** control systems, instrumentation, sensing, and analysis |
| **Factory Automation** machine control, vision, and discrete sensing | Double vision | Motors drive this factory | Packaging the product | Automotive techs | Robot systems | High-efficiency motors | Bus communications | Automotive vision | Mechatronics | Build to order | Discrete I/O | PLM | **Factory Automation** machine control, vision, and discrete sensing |
| **System Integration** hardware, software, networking, retrofits, and components | Retrofit year | Predicting maintenance (when) | ISA88-95 convergence, technologies | HMI upgrades | Stack emission compliance | Selecting an integrator/retrofit | Integrators ignite (growing profession) | OPC & data integration | FDT + EDDL = FDI | Asset management | Outsourcing | Energy integration | **System Integration** hardware, software, networking, retrofits, and components |
| **Automation IT** software and communications interface | Wireless and control | IT interoperability | PAC attack | MUG-related intelligence | Meta data management | Web 2.0 for project teams | Service oriented architectures (SOA) | Asset management | MES | Chemicals make easy living | Predictive maintenance | Engineer + 5 | **Automation IT** software and communications interface |
| **Basics** | Vision/Coriolis | Motors/Pressure | SERCOSLevel | Pneumatics/ Temperature | Proximity sensors/ Analysis | Alternating current/ PID tuning | Valves/Profinet | Signal conditioning/ Presentation skills | PLC/FLow | I/O/Data acquisition | Calibration/PLC | Surge protection/ Enclosures | **Basics** |
| **Product Spotlight** | Signal conditioning | Industrial safety | Level | Temperature | I/O | Controllers | pH/ORP | Signal conditioning | Flow | ISA EXPO exhibitors | Calibration & test equipment | Surge protection | **Product Spotlight** |
| **Special Editorial Focus Section** | | Flow/Level | Networking/Ethernet | Wireless | Data Acquisition & I/O | Temperature/ Pressure | | Automation Founders Circle Award Winners | Flow/Level | | Wireless | ROI | **Special Editorial Focus Section** |
| **ISA EXPO 2009 Coverage** | | | | | ISA EXPO Preview Program, +15,000 bonus circulation | | Advance Program +15,000 bonus circulation | Exhibit Preview and Event Highlights + 15,000 bonus circ. | ISA EXPO Exhibit Preview | | | ISA EXPO Event Wrap-up (All attendees) | **ISA EXPO 2009 Coverage** |
| **Bonus Distribution** | | ARC | Interphex, Co-located OMAC/ WBF Conf., IIS | Hannover Fair; OTC, CSIA, Analysis | POWID, Sensors, ATX East, Congressional Hill visits | ACC | Water/Wastewater | | IMTS, MESA | WEFTEC, ISA EXPO, PackExpo, Chem Show, + ISA EXPO attendees | Rockwell Fair, PowerGen | ISA EXPO attendees | **Bonus Distribution** |
| **Ad Insertion Deadline** | 9 December 2008 | 9 January 2009 | 9 February 2009 | 9 March 2009 | 9 April 2009 | 9 May 2009 | 9 June 2009 | 9 July 2009 | 7 August 2009 | 2 September 2009 | 9 October 2009 | 9 November 2009 | **Ad Insertion Deadline** |
| **Ad Materials Deadline** | 16 December 2008 | 16 January 2009 | 16 February 2009 | 16 March 2009 | 16 April 2009 | 16 May 2009 | 16 June 2009 | 16 July 2009 | 14 August 2009 | 9 September 2009 | 16 October 2009 | 16 November 2009 | **Ad Materials Deadline** |

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- Workforce Development
- Product and Resources
- Association News
- And More



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