

InTech[®]



Where Automation Professionals
Go for Practical Solutions
to Today's Challenges

**Smart readers
are smart buyers.**



**Reach them
in *InTech*[®]**

with the most authoritative
and thorough coverage of
the automation field.

Published by the automation authority—ISA

No other magazine in the field delivers with such authority.

InTech is published by the International Society of Automation (ISA), the leading, global, nonprofit organization that has set the standard for automation since 1946. As the automation authority, ISA develops automation standards; certifies industry professionals; provides education and training; publishes books, technical articles, and *InTech*; and hosts conferences, exhibitions, and symposia for automation professionals.

InTech is a key element in ISA's vision, as it provides the information automation professionals in all industries need for success. ISA works in partnership with members, customers, and subject-matter experts throughout the multitude of established and emerging industries to disseminate the highest quality, unbiased automation information worldwide.



Publishing

ISA is the authoritative publisher of technical resources covering the automation profession. Written and reviewed by experts, these publications help keep automation professionals fully informed about the latest technical developments, applications, trends, and standards.

InTech® takes your message to automation's most engaged readers

InTech is the only magazine read and produced by the most actively engaged core community in the automation field, the members and subject matter experts of ISA. InTech is the only magazine that can offer you distribution to such a high-quality list of paid subscribers and other qualified members of the automation profession. These are the tough—smart—readers, and they look for thorough, balanced, insightful editorial coverage that provides the information they need. InTech gives it to them! No other magazine in the field has as many experts who are on the front lines in each industry, digging into the issues, solving the problems, and spurring on the innovations.

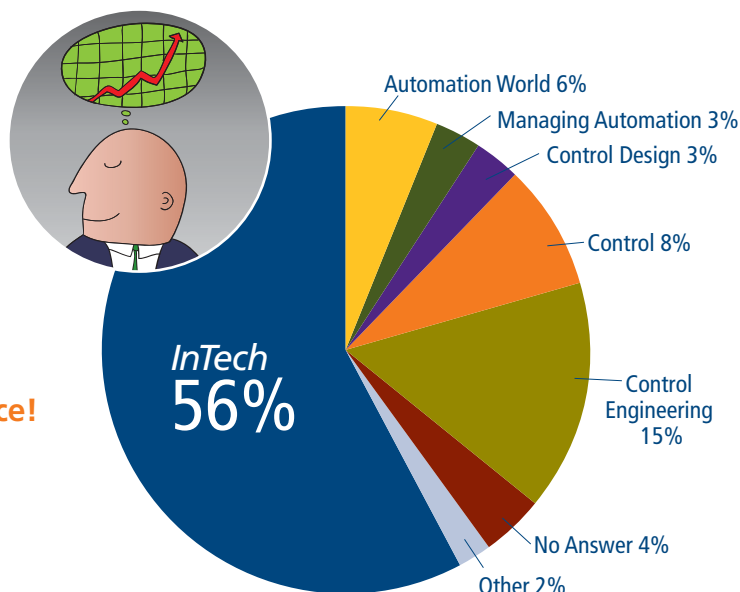
Rated tops for quality and technical depth

How our readers rate us

WE ASKED OUR READERS:

Which ONE publication do you find most useful to you in your profession?

InTech was the clear choice!



85%

rated InTech's technical information "excellent/good"

83%

rated editorial **authoritativeness** "excellent/good"

77%

rated it highly for providing **useful** information they can use on the job

82%

gave InTech an "excellent/good" rating for **objectivity**

76%

gave InTech top scores for **thoroughness**

USEFUL
COVERAGE

FACT:

InTech is the only magazine that can offer you distribution to such a high-quality list of paid subscribers and other qualified members of the automation profession.

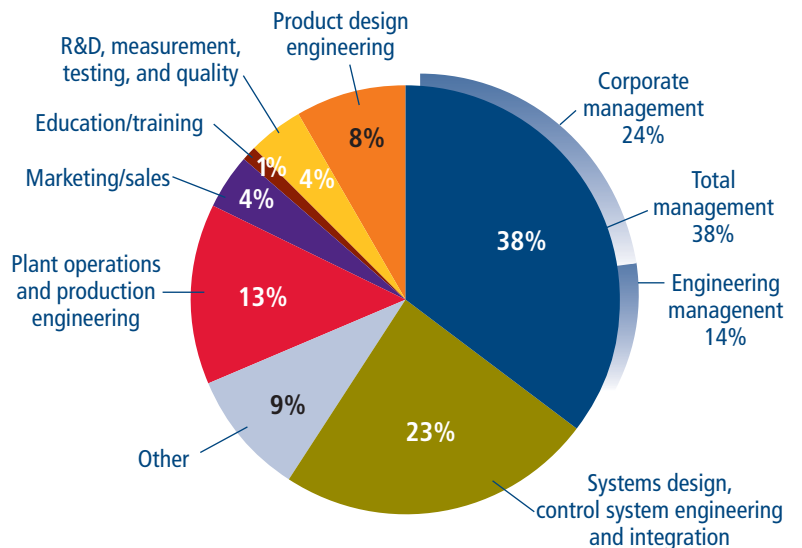
POWER BUYERS

Smart buyers!

InTech delivers your message to smart, power buyers—the highest-quality readers, those who are actively involved in the automation field and in purchase decisions.

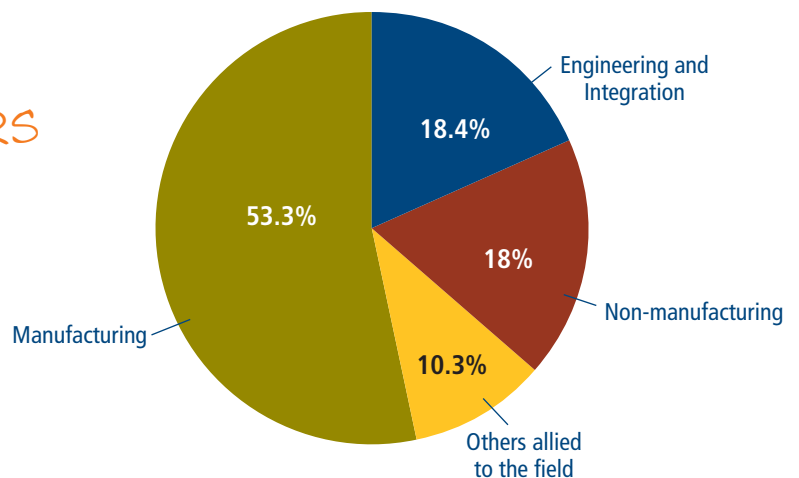
WHO WILL SEE YOUR AD?

InTech reaches the decision makers in automation management, engineering, and integration.



WHERE DO INTECH READERS WORK?

InTech takes your advertising message to the complete automation field.



InTech readers are influential... they're decision makers they're power buyers

InTech brings together the most influential buyers, with a global purchasing power of more than \$113* billion.

Involved in all levels of purchasing:

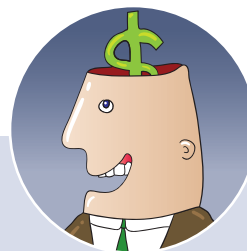
- 63%** at the systems level
- 68%** at the device level
- 74%** in hardware purchases
- 63%** in software purchases
- 71%** in process control purchases
- 59%** in discrete purchases

Will expand their spending:

- 44%** project that level of purchasing will increase
- 50%** project that level will remain the same
- 6%** project that it will decrease

Mean company revenue:

- \$347 million**
- 52%** report revenue of **\$100 million+**
- 38%** report **\$500 million+**
- 57%** project revenue will increase for 2012



InTech readers are actively involved in purchase decisions

Be sure they see your products and know you want their business. Plan on success today!

Product	Readers involved in purchasing
Analytical Instrumentation	45%
Bus Communications	27%
Calibration/Test Equipment	42%
Controllers, General Purpose	51%
Data Acquisition	46%
Displays/Monitors/Alarms/Recorders	50%
Enclosures & Housings	47%
Engineering/Systems Integration Services	43%
Flow Instrumentation	58%
Gas Detectors	35%
Graphic Displays/Interfaces	38%
Industrial Computers/Peripherals	35%
Industrial Ethernet	39%
Industrial Software: Batch	16%
Industrial Software: Calibration	42%
Industrial Software: Control	39%
Industrial Software: Expert Systems/AI	11%
Industrial Software: MES	12%
Industrial Software: MMI/Operator Interface	31%
Industrial Software: SCADA	34%

Product	Readers involved in purchasing
Integrated Control Systems	43%
I/O Products	55%
Level Instrumentation	56%
Moisture & Humidity	50%
Motors/Drives Controllers	39%
Power Supplies & Conditioners	45%
Pressure Instrumentation	59%
Programmable Logic Controllers	54%
Purge Control	16%
Robotics	8%
Safety Systems	42%
Sensors	57%
Signal Conditioners/Transmitters	44%
Temperature Instrumentation	60%
Terminal Blocks/Connectors	40%
Tubings/Fittings/Manifolds/Seals	35%
Valves, Pumps, & Actuators	48%
Vision Systems	12%
Wireless	39%

FACT:
74% of InTech readers say the advertising educates and is an important part of the publication.

POWER
BUYERS

Deep, insightful editorial content keeps *InTech* readers coming back for more

"*InTech* is my trade 'Bible' journal."
—Engineer



InTech explores and reports on the entire gamut of the automation field. Its thought-provoking and authoritative coverage of automation technologies, applications, and strategies keep readers coming back for more. And it's no wonder—*InTech* has the resources and credibility that come from tens of thousands of dedicated professional ISA members in all fields of automation—members who can contribute on-the-scene, expert editorial content. No other automation magazine can do that!

Cover Story: What are the leading-edge trends, technologies, and applications facing the automation profession today? In each issue, *InTech's* cover story takes an in-depth look at which technologies manufacturers are using today and will use tomorrow.

Process Automation: These features cover systems that control continuous production processes in various industries. We also write about equipment that measures the variables of a process, directs the process according to control signals from the process computer system, and provides appropriate signal transformation.

Factory Automation: These features focus on the discrete manufacturing process that involves the assembly of parts into products. The prime example for this would be the automotive industry in how they piece together cars.

System Integration: As engineering departments suffer from the slash and burn of the past decade or so, integrators are becoming more visible and important to manufacturers. They truly are key decision makers in selecting which product line the manufacturer uses.

Automation IT: Engineering and information technology are in the process of blending skills and their technical expertise. This feature tells about how engineering departments and their colleagues from IT are able to work together, speak the same language, and tackle tough issues on the plant floor.

Departments: *InTech* also offers informative and insightful departments throughout the magazine that provide news and analysis:

- **Talk to Me:** Thoughts and analysis from the *InTech* editor
- **Letters:** Readers talk back
- **Automation Update:** Leading and bleeding edge technologies that will soon hit the industry
- **Automation by the Numbers:** A quick snapshot of industry events through numbers
- **Executive Corner:** Industry leaders sound off
- **Automation Basics:** Sometimes it helps to get back to the basics
- **Channel Chat:** News and developments from system integrators
- **Government News:** Rules and regulations are having a larger impact on the industry
- **Workforce Development:** Learn new and different ways to develop your career path
- **Standards:** Breaking news about developing standards throughout the industry
- **Young Innovators:** Talking shop with the next generation of automation professionals
- **Association News:** ISA members learn the ins and outs of their association
- **Product Spotlight:** Focus on a specific product area
- **Products and Resources:** New product releases
- **The Final Say:** Views from leaders in the automation profession

INSIGHTFUL
EDITORIAL

2012 InTech editorial calendar

	January/ February	March/ April	May/ June	July/ August	September/ October	November/ December
Cover Story Leading trends, technologies, and applications in automation	Industrial Energy Conservation	FMEA (Failure Mode and Effect Analysis)	Understanding ISA-84	HMI	Salary Survey	Enterprise Control
Process Automation Control systems, instrumentation, sensing, and analysis	Process Optimization	Disposable Automation	PAT (Process Analytic Technology)	Historians	Embedded Optimization	Advanced Process Control
Factory Automation Machine control, sensing, vision, motion, and drives	Robotics	Safety	Linear Actuators	ISA-95	Energy Conservation	Discrete Wireless
System Integration Hardware, software, networking, and tools	Plant Simulation	Combining SIS and DCS	Safety System Upgrade	Industrial UPS (Uninterruptible Power Supply)	IEC 61131-3 Update	HMI Screen Design
Automation IT Software, communications, network infrastructure, and interfaces	Remote Monitoring	Alarm Management	Asset Management	IP Video	Mobile HMI	Cyber Security
Basics Gain knowledge and sharpen skills	Loop Tuning	HART Troubleshooting	Understanding ISA-88	Smart Valves	Foundation Fieldbus Troubleshooting	Temperature Sensor Selection
Product Spotlight	Flow	Level	Valves & Actuators	Pressure	Test & Measurement	Temperature
Special Editorial Focus Section	Flow	Level	Data Acquisition & I/O	Pressure	On-line Analytical	Temperature
ISA Automation Week Coverage			ISA Automation Week Advance Program	ISA Automation Week Onsite Issue		
Bonus Distribution	Metering America; Motor, Drive, & Automation Systems; Measurement Science; ARC Forum	ISA Analysis Division, ABB Automation & Power World, Hannover Messe, ISA Safety and Security, OTC, Interphex, ISA LDAR, MCAA, Connectivity Week, ISA POWID, ISA Marketing and Sales, ISA IIS, Sensors Expo	Honeywell Users Group, NI Week, Siemens Automation Summit 2012	ISA Automation Week 2012, Invensys OpsManage, Emerson Exchange, GridWeek 2012	PACK EXPO, Rockwell Automation Fair	GridInterop 2013, ARC Forum 2013
Ad Insertion Deadline	17 January	14 March	16 May	17 July	12 September	14 November
Ad Materials Deadline	24 January	23 March	23 May	25 July	21 September	26 November



Columns and departments give you even more opportunities to place your message in a highly targeted and high-quality editorial environment

- Automation Update
- Executive Corner
- Workforce Development
- Product and Resources
- Association News
- And More

Thought-provoking features and informative columns bring readers to your message.

InTech print magazine

75,000+ readers



Top decision makers depend on *InTech* to keep them current on the new technologies, automation processes, and issues that can help them keep their businesses profitable and safe.

InTech's in-depth editorial content makes it a "must read" for everyone on the automation team. Thought-provoking features on process automation, factory automation, system integration, IT, and more keep our readers coming back time and again. Informative columns and departments give them the latest news and analysis. *InTech* continues to introduce its audience to new industries and technologies, as the automation field moves into the future. Plan for

your advertising message to get high visibility in all of *InTech's* editorially rich areas.

InTech is also produced digitally, and is now available on a reader-friendly interface for smart phones and tablets.

See *InTech's* editorial calendar on page 7 for this year's topics—and plan to get noticed again and again!

Get special attention!

Ask for pricing on belly bands, cover wraps, gatefold covers, inserts, and more.

INTECH DISPLAY ADVERTISING RATES: Black and white rates (gross):

Frequency	1X	3X	6X	12X
Full page	\$8,365	\$8,065	\$7,665	\$7,490
2/3 vertical	5,965	5,705	5,440	5,320
1/2 island	5,280	5,055	4,805	4,695
1/2 horizontal/ vertical	4,695	4,520	4,280	4,185
1/3 square/ vertical	3,085	2,950	2,800	2,745
1/4 page	2,405	2,305	2,220	2,150
1/6 page	1,705	1,630	1,560	1,525
1/8 datafile	795	740	695	495

Color rates:

- 2-color standard: add \$1,195
- 2-color match: add \$1,290
- 3- or 4-color: add \$1,995

Ad closing: See editorial calendar, page 7.

INTECH CLASSIFIED ADVERTISING RATES:

Rates based on 1 column inch

Frequency	1X	3X	6X	12X
Rate per issue	\$150	140	125	100

InTech online www.isa.org/intech

This highly popular site offers easy access to information on significant technical developments, applications, trends, and standards—plus web-exclusive features such as:

- Daily breaking news
- Additional content not in the print version
- Business news
- More product information
- White papers
- Interactivity with *InTech* staff and readers
- ISA Jobs career center
- Archives

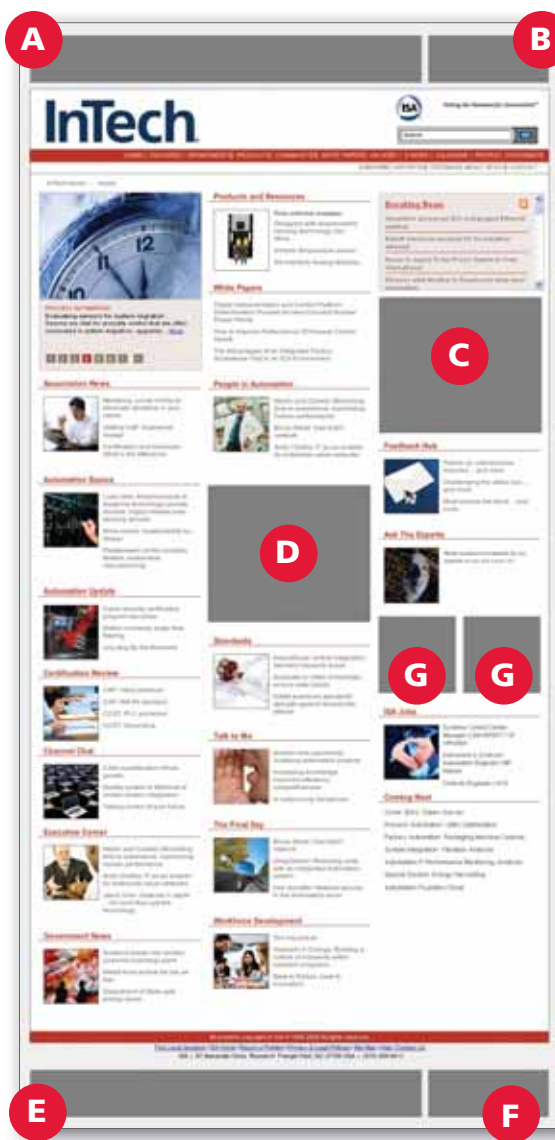
Readers return to *InTech* online again and again to get the latest updates. Be sure they see a message from you, where they can link directly to your website, to increase your sales opportunities. *InTech* online's limited ad space inventory **increases your visibility** and reduces competition.

INTECH ONLINE ADVERTISING RATES:

Ad position (All ads are full color) Frequency is 1X*	Size in Pixels	Rate per ad per month (gross)
A Top leaderboard	728 x 90	\$4,995
B Top small banner	200 x 90	2,495
C Large rectangle First position, run of site	300 x 250	4,995
D Large rectangle Second position, home page only	300 x 250	3,995
E Bottom leaderboard	728 - 90	2,995
F Bottom small banner	200 x 90	1,695
G Square banner	125 x 125	2,495

*3X frequency—**save 10%**; 6X frequency—**save 20%**; 12x frequency—**save 25%**

Ad closing: four business days prior to run date



"*InTech* keeps me alerted to the latest methods and engineering hardware for process automation."

—Engineer

ONLINE

"InTech is an excellent source of information on new technologies and applications. I read it cover-to-cover."

—Engineer

SPECIAL PUBLICATIONS

ISA Automation Week Official Program for participating ISA Automation Week suppliers only

The ISA Automation Week *Official Program* puts your message in front of top professionals in automation and control who have come together for an intensive technical conference and exhibit. The *Official Program* includes conference and training schedules and information, supplier showcase listings and floor layout, event information, and more. Attendees are coming to gain knowledge, so be sure they learn about your products and services.

The *Official Program* is distributed to all ISA Automation Week attendees.



ADVERTISING RATES:

Ad size (All ads are full color)	Rate per ad (gross)
Full page	\$1,495
Half page	895
Third page	750
Quarter page	595

Ad closing: 31 August 2012

Ask your sales representative for additional opportunities to increase your visibility in special ISA Automation Week related publications.

Automation Weekly e-newsletter

100,000+ readers

Automation Weekly is published every Wednesday as a collaboration between InTech and Automation.com. As the most comprehensive automation e-newsletter in the industry, Automation Weekly reaches more than 103,000 readers. This newsletter delivers the latest industry news, trends, and updates to help automation professionals in their day-to-day operations. With targeted coverage, deep market penetration, and insightful editorial, Automation Weekly is an ideal vehicle to keep buyers aware of your products and services.

Your ad in Automation Weekly can link readers directly to your website, creating a valuable opportunity to increase your sales with interested prospects.

ADVERTISING RATES:

Ad position (All ads are full color)	Final overall ad size in pixels	Rate per weekly issue (gross)
A Premier	680 x 110	\$2,495
B #1	200 x 325	1,995
C #2	200 x 325	1,695
D #3	200 x 325	1,295
E #4	200 x 325	895
F Product sponsorship (upper) 2 per issue	400 x 70	895
G Product sponsorship (lower) 3 per issue	440 x 70	595

Ad closing: one week prior to run date.

The screenshot shows the Automation Weekly e-newsletter interface. It features a header with the title 'Automation Weekly' and the InTech logo. Below the header, there are several sections: 'Sponsor - Panduit' with a promotion for Panduit's Panel Parks; 'Sponsor: Hamamatsu' with an advertisement for CMOS image sensors; 'Sponsor: Robotics Industries Association' with an advertisement for the National Robot Safety Conference; 'Sponsor: Clasma Events' with an advertisement for GridWeek 2011. The main content area includes 'Featured Content' with articles on conveyor maintenance mistakes, an executive interview with Raj Batra of Siemens Industry, and a personal voyage by Abdul Rauf. There are also 'Product Sponsor: Northwire' advertisements for cable and assemblies, and 'Application Stories' about EtherNet/IP and ABB systems. A 'Resources' section lists various guides and websites. 'New Products' includes AutomationDirect ZIPLink cables, Omron STI safety controllers, and Advantech TPC-1551H computers. The interface is annotated with red callout boxes: A points to the Panduit promotion, B to the Hamamatsu ad, C to the Robotics Industries Association ad, D to the Clasma Events ad, E to a 'Featured Job' listing for a Process Automation Engineer, F to a Northwire product ad, and G to another Northwire product ad.

Automation Weekly delivers the latest news, trends, and updates every week.

E-NEWSLETTER

Portal topic e-newsletters bring you an engaged, focused audience.

E-NEWSLETTERS

Automation.com Portal Topic e-Newsletters

100,000+ readers

InTech and *Automation.com* have collaborated to bring automation professionals, buyers, and specifiers targeted *Portal Topic e-Newsletters*.

These co-branded e-newsletters are distributed to *Automation.com* subscribers, *InTech* subscribers, and ISA members and customers, creating a combined total distribution of more than 95,000 automation professionals, the broadest reach of any electronic newsletter in the industry.

The emailed newsletters are published on most of *Automation.com's* portal topics numerous times per year. Visit www.automation.com to see a listing of topics and publication dates. The newsletters contain articles, white papers, product announcements, company and organizational news, application stories, training and seminars, resources and literature, and events.

ADVERTISING RATES:

Ad position (All ads are full color)	Final overall ad size in pixels	Rate per issue (gross)
A Premier	680 x 100	\$2,495
B #1	200 x 325	1,995
C #2	200 x 325	1,695
D #3	200 x 325	1,295
E #4	200 x 325	895
F Product sponsorship (upper)	400 x 70	895
G Product sponsorship (lower)	400 x 70	595

Ad closing: one week prior to run date. Visit www.automation.com for dates.

The screenshot shows the 'Wireless Update' e-newsletter interface. It features a header with the title 'Wireless Update' and logos for Automation.com and InTech. Below the header, there are several sections:

- A:** A featured article titled 'Predicted Pump Health Monitoring' by Emerson.
- B:** A product announcement for 'ISA100.11a' technology choice.
- C:** A section titled 'Learn the Truth About Wireless' featuring an image of a handheld device.
- D:** A 'Post Your Automation Job' section.
- E:** A 'Post Your Job Today' section.
- F:** A 'Product Sponsor: GarrettCom' section featuring 'Magnum 10KT Next-Gen Switch'.
- G:** A 'Product Sponsor: Saetig' section featuring a 'New Full-Featured 60MHz Oscilloscope with Hugs'.

 The interface also includes sections for 'Sponsor: WCI', 'Sponsor: Honeywell', 'Sponsor: Automation.com', 'Sponsor: ISA', 'Sponsor: automationtechias', and 'Sponsor: Why Gamble?'. There are also sections for 'Product Announcements' and 'Resources'.

Production specifications

ELECTRONIC AD SPECIFICATIONS

File formats accepted:

- GIF
- Animated GIF
- JPG
- PNG

Please include your URL.

InTech online

Ad dimensions:

Ad position (All ads are full color)	Size in pixels
Top Leaderboard	728 x 90
Bottom Leaderboard	728 x 90
Large Rectangle (First or Second Position)	300 x 250
Top Small Banner (Top or Bottom)	200 x 90
Square Banner	125 x 125

Color: All ads are full color (RGB).



What to submit:

- Electronic file of your ad in one of the file formats listed above
- Your URL

Automation Weekly and Automation.com Portal Topic e-Newsletters

Ad dimensions:

Ad Position (All ads are full color)	Final overall ad size in pixels*
Premier	680 x 100
Positions #1, #2, #3, and #4	200 x 325
Product Sponsorship	400 x 70

*Your image, headline, and text will be placed into this ad space. We create the ad for you.



What to submit (we create your ad):

Premier position

- 100 x 100 pixel image in one of the file formats listed above, file size 40K or less
- 50-character title
- Up to 40 words of text
- Your website URL

Ad positions #1, #2, #3, and #4

- 125 x 125 pixel image in one of the file formats listed above, file size 40K or less
- 50-character title
- Up to 30 words of text
- Your website URL

Product sponsorship

- 70 x 70 pixel image in one of the file formats listed above, file size 40K or less
- 50-character title
- 165-character text
- Your website URL

Note: All character counts include spaces.

Production specifications

PRINT AD SPECIFICATIONS

InTech print magazine and ISA Automation Week Official Program

All advertising copy is subject to approval. Advertising that simulates editorial is not accepted. Cancellations must be received in writing prior to the space reservation deadline.

Ad dimensions:

Ad size	Width	Depth
1 page no bleed*	7"	10"
2/3 page	4.625"	10"
1/2 page island	4.625"	7"
1/2 page vertical	3.3125"	10"
1/2 page horizontal	7"	4.875"
1/3 page vertical	2.1875"	10"
1/3 page square	4.625"	4.875"
1/4 page	3.3125"	4.875"
1/6 page	2.1875"	4.875"

*For bleed ads, please see bleed information below.

Publication trim size: 8.125"(w) x 10.875"(d)

Bleed ads: Please set up file to include at least .125" image beyond trim size on all sides.

Publication bleed size:

- Single-page bleed: 8.375"(w) x 11.125"(d)
- Spread bleed: 16.5"(w) x 11.125"(d)

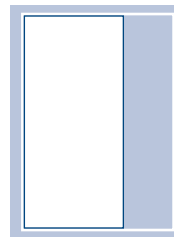
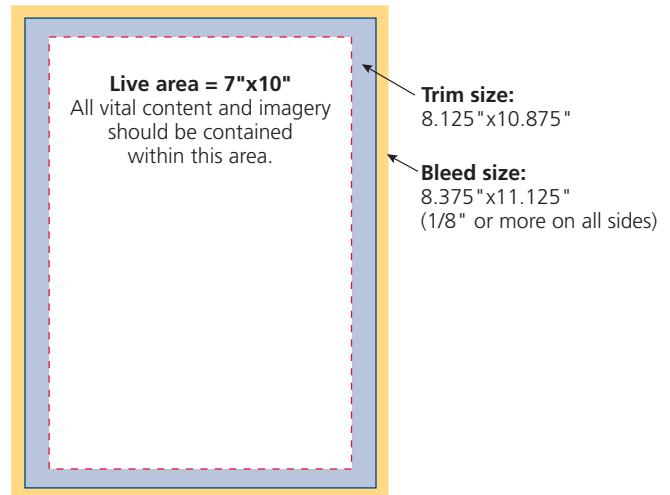
Live matter: Vital advertising information/imagery must be kept at least .5" away from trim edge and gutter.

Column size: Page format based on 3- and 2-column width

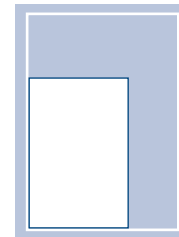
- 1-column width = 2.2"
- 2-column width = 4.6"
- 3-column width = 7"
- column depth = 10"

Printing: Web offset **Binding:** Saddle-stitched

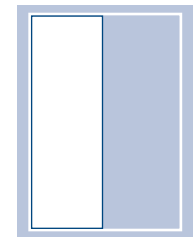
For digital issues—URLs in ads: If you want to link your URL to a web page, do not rasterize or convert to outlines the type that contains the URL.



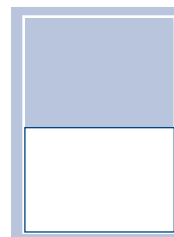
2/3 page vertical
4.625" x 10"



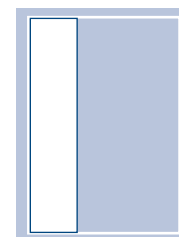
1/2 page island
4.625" x 7"



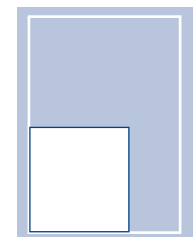
1/2 page vertical
3.3125" x 10"



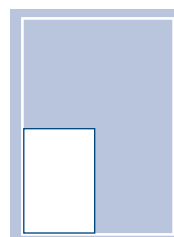
1/2 page horizontal
7" x 4.875"



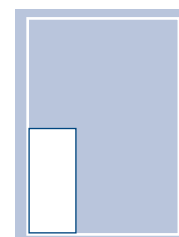
1/3 page vertical
2.1875" x 10"



1/3 page square
4.625" x 4.875"



1/4 page
3.3125" x 4.875"



1/6 page
2.1875" x 4.875"

ELECTRONIC FILE REQUIREMENTS FOR PRINT ADS



Preferred format: PDF

Please create Press Quality PDF, making sure to:

- Embed all fonts
- Flatten all transparencies
- Include all printers' marks
- Include appropriate bleed
- Offset trim marks by at least .125"
- Convert all art to CMYK

Other accepted formats: High-resolution (300 pixels-per-inch) TIFF or JPG or an Adobe® Illustrator® EPS file with the fonts converted to outlines. Art should be submitted at 100% actual size and include trim marks.

Ads submitted in any other format or not conforming to the above specifications will incur production charges.

Proofs: To ensure accuracy on color ads, we strongly recommend that you submit a color hard-copy proof (SWOP preferred) of your ad. The proof should be printed at 100% actual size and show bleed and trim marks if applicable. *InTech* is not responsible for color accuracy if advertiser does not provide a color-accurate proof (e.g., color laser prints are not color-accurate proofs).

Ad design and layout services: Type composition, photos, and drawings, as well as other production services, can be provided and will be billed at cost to advertiser. Production charges are non-commissionable.

How to submit files

FTP: *InTech* prefers to receive all ad files via the ISA FTP site. For details and instructions, please contact *InTech* production at +1 919-990-9234 or email: production@isa.org.

Shipping

Ship all correspondence and insertion orders to:

***InTech* Production**

P.O. Box 12277
67 Alexander Drive, Research Triangle Park, NC 27709 USA
Phone: +1 919-990-9234
Fax: +1 919-990-9434
Email: production@isa.org

Increase your company's visibility with *InTech* reprints. Contact us today!

Contact: Jill Kaletha
Foster Printing Service—
Reprint Marketing Manager
4295 Ohio Street
Michigan City, IN 46360 USA
Phone: +1 866-879-9144 x 168
Fax +1 219-561-2009
jillk@fosterprinting.com
www.marketingreprints.com
www.fosterprinting.com

InTech®

Count on the *InTech* family of publications to deliver your marketing message to the smartest decision makers and buyers in the automation field.

Contact us today:

Richard T. Simpson
Advertising
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Email: rsimpson@automation.com

Stephanie Johnson
Sales Associate
Phone: +1 919-990-9308
Email: sjohnson@isa.org

To submit editorial for consideration, contact:

Bill Lydon
Chief Editor, *InTech*
Editor, *Automation.com*
Phone: +1 414-427-5853
Email: blydon@isa.org

Susan Colwell
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