

# InTech<sup>®</sup>



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

*InTech ...*  
**the most important  
piece in your  
marketing plan**

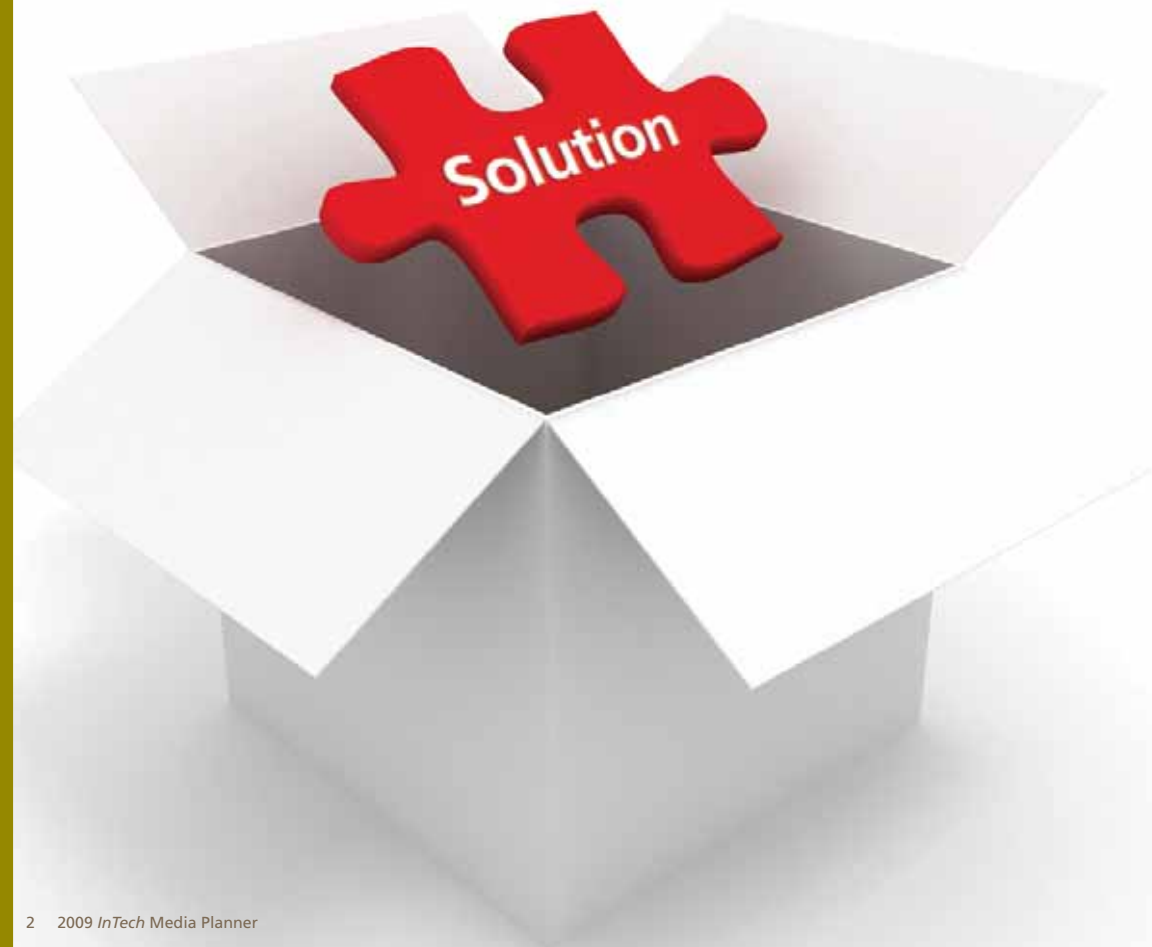


*Setting the Standard for Automation<sup>®</sup>*

## Published by the Automation Authority—ISA

*InTech* provides the most thought-provoking, in-depth, and credible coverage of automation technologies, applications, and strategies to help automation professionals succeed. Written for engineers, managers, and other automation decision makers, *InTech* delivers practical solutions for automation professionals' on-the-job challenges.

*InTech* covers the new technologies as well as the must-have strategies for applying those technologies in key industries, drawing on all the resources available to it as the official publication of the industry leader—ISA.



## Choose *InTech* for ...

Targeted Coverage, Market Penetration, and Insightful Editorial Coverage that Amplify Your Sales Message to Automation Professionals

## Your Advertising Success Depends on ...

Quality Circulation and the Most Influential Decision Makers

*InTech* provides the market penetration and high quality readers you want to reach, with thorough coverage of the automation profession at both the process and discrete levels.

*InTech's* **80,000** readers include a select group—members of ISA, the authority in the field of automation. *InTech* is the *only magazine* that offers this select distribution to a quality list of paid subscribers and other qualified members of the profession—an unbeatable reach for your marketing message.



## *InTech* Readers Have Unrivaled Buying Power

*InTech* readers are influential leaders in their field and decision makers who are actively involved in the purchase decision.

**Mean company revenue: \$400 million—**  
**28%** report revenue of **\$1 billion+**  
 and **36%** **\$500 million+**

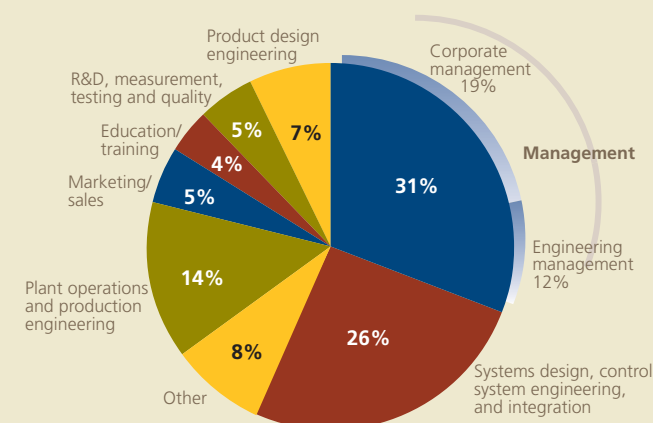
**Expanded Spending:** Average of **\$3.0 million**  
 in 2009. **48%** project level of purchasing will increase.  
**45%** project level to remain the same, and **8%**  
 project it to decrease.

**Involved in all levels of purchasing: 71%**  
 at the device level and **66%** at the systems level.

**Actively engaged and responsive to ads in *InTech*:**  
**84%** regularly request information from advertisers.

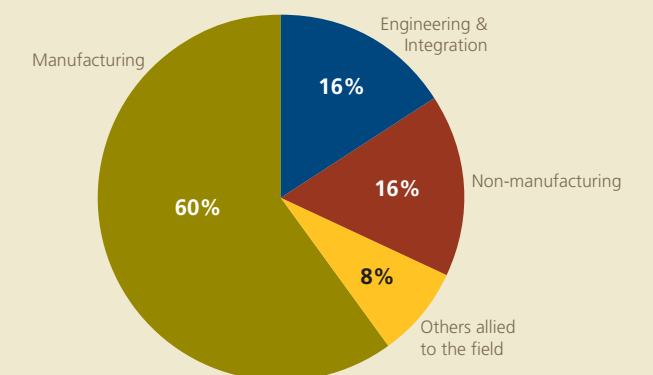
## What Do Our Readers Do?

*InTech* reaches the decision makers in automation management and engineering.



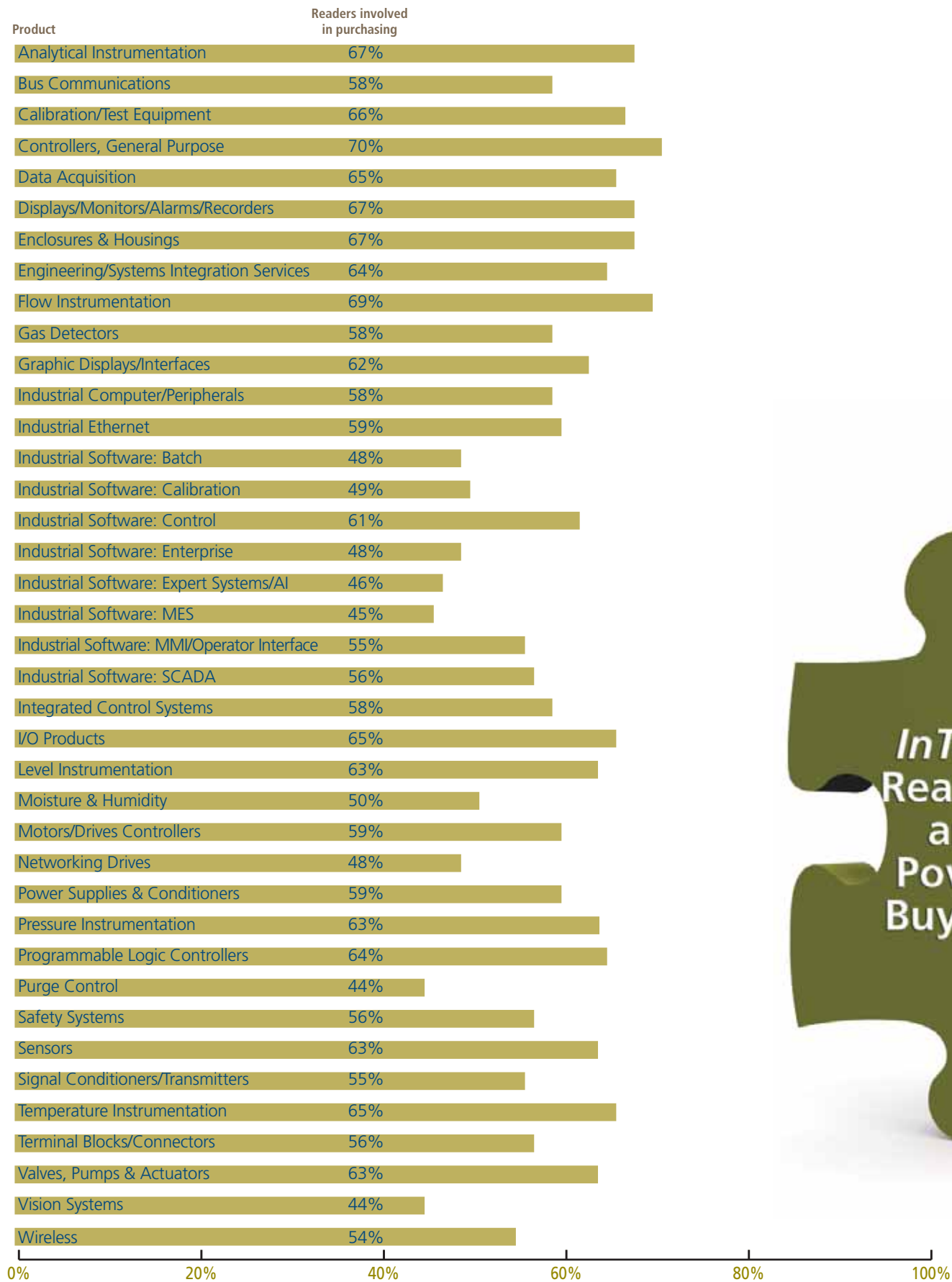
## Where Do They Work?

*InTech* offers complete automation industry penetration.



## Choose *InTech* for the Most Influential Buyers

*InTech* readers are the key decision makers in the \$113 billion automation market

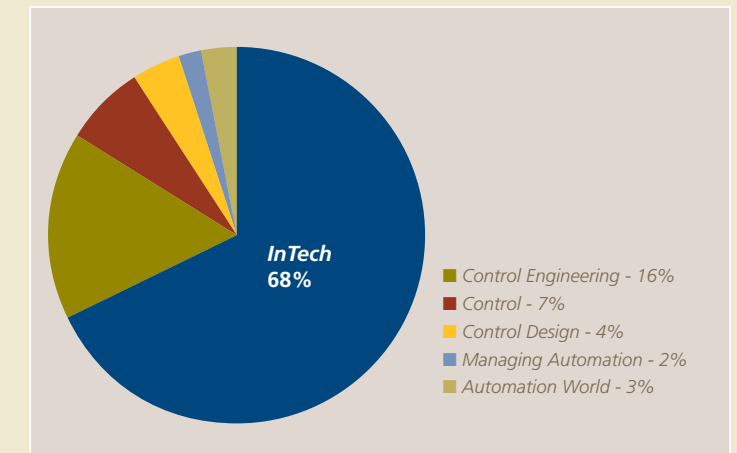


## *InTech*— The Most Important Piece for Your Advertising Success

Choose the most-useful and best-read publication in the field

*InTech* delivers the kind of editorial and “must-read” strategies that our readers have come to rely on every day in their jobs. They depend on each issue to keep them current on the new technologies of the day and the latest automation processes, all vetted by our seasoned editorial staff of industry veterans.

**We asked our readers:**  
Which ONE publication do you find most useful to you in your profession?



*InTech* is the clear choice to enhance the effectiveness of your distribution channels!

- **Rated tops for quality and technical depth:** 96% rate editorial quality “excellent/good.”
- **Practical, relevant coverage:** 91% rate it highly for providing relevant and practical information readers can use on the job.
- **Exclusive editorial:** 81% say it provides information not available in competing publications.
- **High readership:** 58% read half or more of each issue.

*InTech* is the #1 read among end-user buyers  
According to industry manufacturer representatives and distributors:

- **Most useful:** 67% report *InTech* is the most useful publication to reach their buyers vs. 18% for *Control Engineering* and only 7% for *Control*.
- **Read regularly:** 71% report their customers regularly read *InTech* vs. 35% for *Control Engineering* and only 17% for *Control*.

# 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	
<b>Cover Story</b>	Automation forecast: <i>InTech Market Study</i>	Water SCADA	PATee Cake: PAT advances; the pills	Offshore oil	Secure the power	Alternative fuel	Energy: Initiatives, incentives: <i>InTech Market Study</i>	Ethernet in the plant: <i>InTech Market Study</i>	Alarm management	Salary survey: <i>InTech Market Study</i>	Beverage production	Wireless	<b>Cover Story</b>
<b>Process Automation</b> control systems, instrumentation, sensing, and analysis	Flow factors	Pressure points	Safety: Intrinsically yours: <i>InTech Market Study</i>	Corrosion nicks the pipe	Mesh networking in plant: <i>InTech Market Study</i>	Advanced PID	Food security: RFID, track & trace	Harmonizing standards	ISA EXPO 2009 Advance	Oil toil: Downstream	Biotech	P&ID	<b>Process Automation</b> control systems, instrumentation, sensing, and analysis
<b>Factory Automation</b> 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	<b>Factory Automation</b> machine control, vision, and discrete sensing
<b>System Integration</b> 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	<b>System Integration</b> hardware, software, networking, retrofits, and components
<b>Automation IT</b> 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	<b>Automation IT</b> software and communications interface
<b>Basics</b>	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	<b>Basics</b>
<b>Product Spotlight</b>	Signal conditioning	Industrial safety	Level	Temperature	I/O	Controllers	pH/ORP	Signal conditioning	Flow	ISA EXPO exhibitors	Calibration & test equipment	Surge protection	<b>Product Spotlight</b>
<b>Special Editorial Focus Section</b>		Flow/Level	Networking/Ethernet	Wireless	Data Acquisition & I/O	Temperature/ Pressure		Automation Founders Circle Award Winners	Flow/Level		Wireless	ROI	<b>Special Editorial Focus Section</b>
<b>ISA EXPO 2009 Coverage</b>					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)	<b>ISA EXPO 2009 Coverage</b>
<b>Bonus Distribution</b>		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	<b>Bonus Distribution</b>
<b>Ad Insertion Deadline</b>	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	<b>Ad Insertion Deadline</b>
<b>Ad Materials Deadline</b>	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	<b>Ad Materials Deadline</b>

Most readers share their issue of *InTech* with others for a total readership that averages 170,000—an unsurpassed market penetration!

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

# Maximize Your Reach with Additional Market Opportunities

*InTech* provides an integrated multimedia marketing approach with multiple options and vehicles to maximize your market exposure. From month to month, *InTech* delivers your message to the most influential buyers and decision makers in the industry.

## Additional Market Opportunities Include:

- *InTech* Editorial Focus Sections
- ISA EXPO Publications
  - *ISA EXPO On-Site Program*
  - *InTech's ISA EXPO Exchange Product Locator*
  - *InTech's ISA EXPO Exchange* daily newspaper
  - *InTech's ISA EXPO Exchange e-News*
- *InTech e-Weekly*
- *InTech Online*
- *ISA Directory of Automation*

## *InTech* Editorial Focus Sections

*InTech* will bring in-depth coverage of key technology issues nine times a year. In these times of focused industry coverage, these exclusive editorial focus sections will offer expanded coverage in key automation areas, with high visibility in specialized product and technology areas at very cost-effective rates.

February	Flow/Level
March	Networking/Ethernet
April	Wireless
May	Data Acquisition & I/O
June	Temperature/Pressure
August	Automation Founders Circle Award Winners
September	Flow/Level
November	Wireless
December	ROI



## ISA EXPO Publications

As the official sponsor of ISA EXPO—North America's biggest, unbiased automation event—*InTech* provides you with unique opportunities to maximize your marketing power and success.

### 1 *InTech* Special ISA EXPO Bonus Package

*InTech*—voted the #1 publication by ISA EXPO attendees—delivers more marketing leverage for your programs than all other publications combined.

As the official publication of ISA, *InTech* is the only publisher authorized to distribute publications throughout the exhibit hall, the registration area, the conference area, and at the ISA booth as well. *InTech* and its family of conference publications dominate distribution among ISA EXPO attendees.

The *InTech* ISA EXPO Bonus Package includes ads in all five EXPO-related issues at special discount pricing of 25% off. Plus, the EXPO package offers an additional 75,000 bonus circulation, all at discounted rates!

### 2 *InTech's ISA EXPO Exchange*—the official daily newspaper

One ad, one price, three days! Published all three days of the event by *InTech's* award-winning staff and distributed daily to more than 10,000 attendees, *InTech's ISA EXPO Exchange* is the official daily newspaper of the event. Your ad gets seen and increases booth traffic. More than 65% of ISA EXPO attendees say they use the event newspaper for daily planning purposes.

Ad Close: 7 September 2009

Technology Exchange	Issue Date
Safety	July 14
Process Automation	July 28
Wireless & Networking	August 4
Environmental and Quality Control	August 11
Process Automation	August 18
Wireless & Networking	August 25
Enterprise Integration	September 1
Wireless & Networking	September 8
Process Automation	September 15
Security	September 22
Process Automation	September 29

### 5 ISA EXPO On-Site Program

It's the most definitive, up-to-date information available on-site! The *ISA EXPO On-Site Program* includes exhibitor listings with company descriptions, detailed conference and training schedules, information on keynotes, forums, and other event features. *ISA EXPO On-Site Programs* are delivered to each attendee at registration and displayed in publication bins throughout the facility. Attendees use the *ISA EXPO On-Site Program* as a buying reference all year long.

Ad Close: 7 September 2009

*InTech* advertisers enjoy special discount pricing in the *ISA EXPO On-Site Program*.

- Save **50%** on the *ISA EXPO On-Site Program* when you run a total of two ads in either the July or October issue of *InTech*.
- Save **25%** on the *ISA EXPO On-Site Program* when you run one ad in the July or October issue of *InTech*.

## Bonus Package Includes:

May	<b><i>InTech</i> ISA EXPO 2009 Preview Program</b> 15,000 bonus circulation Ad Close: 9 April 2009
July	<b><i>InTech</i> ISA EXPO 2009 Advance Program</b> 15,000 bonus circulation Ad Close: 9 June 2009
August	<b><i>InTech</i> ISA EXPO 2009 Exhibit Preview and Event Highlights</b> 15,000 bonus circulation Ad Close: 9 July 2009
October	<b><i>InTech</i> ISA EXPO 2009 On-site Event Issue</b> 15,000 distributed to show attendees Ad Close: 2 September 2009
December	<b><i>InTech</i> ISA EXPO 2009 Event Wrap-up Issue</b> bonus distribution to all attendees Ad Close: 9 November 2009

### 3 *InTech's ISA EXPO Exchange e-News*

Reach more than 80,000 automation professionals in this periodic news and information e-mail update. Each edition is dedicated to editorial content that features one of ISA EXPO 2009's six technology exchanges, providing an editorially targeted approach that goes straight to your buyers.

### 4 *InTech's ISA EXPO Exchange Product Locator*

Drive attendees to your booth and products! *InTech's ISA EXPO Exchange Product Locator*, an easy-to-use and cost-effective marketing tool, raises the visibility of your product at the show. Ad space is limited, so be sure to secure your space early! *InTech* advertisers receive a FREE product locator ad with each full page ad run in the October issue of *InTech*.

Ad Close: 7 September 2009

## InTech e-Weekly

*InTech e-Weekly* reaches more than **80,000** key automation buyers and decision-makers each week. Distributed each Thursday, *InTech e-Weekly* delivers the latest industry news, trends, and updates specially targeted to readers' needs. With targeted coverage, market penetration, and insightful editorial, *InTech e-Weekly* is the ideal vehicle for your sales message.

**High Readership:** *InTech e-Weekly* 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 web sites. This is the only vehicle allowing you to reach these buyers via e-mail.

**Core Buyers:** *InTech e-Weekly* readers collectively represent the top decision makers in the **\$113 billion** automation market. With our affordable rates, you can reach these highly influential buyers for about 2 cents each!

### Sponsorship includes:

- 125 x 125 pixels 4/C ad as jpeg, gif, or animated gif
- Company logo or other image
- 50-75 characters of text immediately below your image
- Web link to your website

### Rates:

1x	\$2,595 per issue
3x	2,295 per issue
6x	2,095 per issue
12x or more	1,895 per issue

## InTech Online

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:** Ad positions are limited, so you can be assured that your ad is getting seen by hundreds of readers each day. The direct link to your web page means you can track responses as soon as your ad goes online.

**Rate:** \$2,495 per month (A 3-month commitment is required.)

## The ISA Directory of Automation

### The Definitive Buyer's Guide for the Automation Industry

This is the premier automation buyer's guide—the most comprehensive and respected directory of manufacturers, products, services, and representatives in the industry. Year after year, buyers rely on the directory as their source for products, services, vendors, and other vital buying information.

For advertising options, contact Waller Company, Inc.

**Kelly Winberg, [kwinberg@comcast.net](mailto:kwinberg@comcast.net)**

Phone: (215) 723-2861

Fax: (215) 723-2773

**John Waller, [johnwaller@verizon.net](mailto:johnwaller@verizon.net)**

Phone: (215) 646-7838

Fax: (215) 723-2773

For listing options, contact

**Deb Day, [debday@nmbx.com](mailto:debday@nmbx.com)**

Data Design Mangement

Phone: (847) 697-0496

Fax: (847) 697-2637

With ISA as the foundation, *InTech* defines credibility. Automation professionals around the world rely on ISA as the leader in setting the standard for automation. From the top-rated ISA EXPO to technical training programs, standards-setting initiatives, and *InTech* magazine, ISA brings together the most influential buyers, with a global purchasing power of more than \$113 billion\*. Behind *InTech* are the resources, special access, and credibility of ISA. No other magazine in the field can deliver with such authority and with the active involvement of the industry's most influential leaders.

\*ARC Advisory Group Report.



# Rates and Specifications

## InTech 2009 Display Advertising Rates

Black and White Rates	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	2,405	2,305	2,220	2,150
1/6	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

### Classified Advertising Rates

Rates based on 1 column inch.

Frequency	Rate
1x	\$150
3x	140
6x	125
12x	100

### Combination Discounts

Call for display and print/online combo rates.

## Advertising Specifications

*InTech* is published 12 times annually. 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 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.

**Publication Trim Size:** 8.125" (w) x 10.875" (d)

### Bleed Size:

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

**Spread bleed:** 16.5" (w) x 11.125" (d)

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

**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"

### Type or Negative Size:

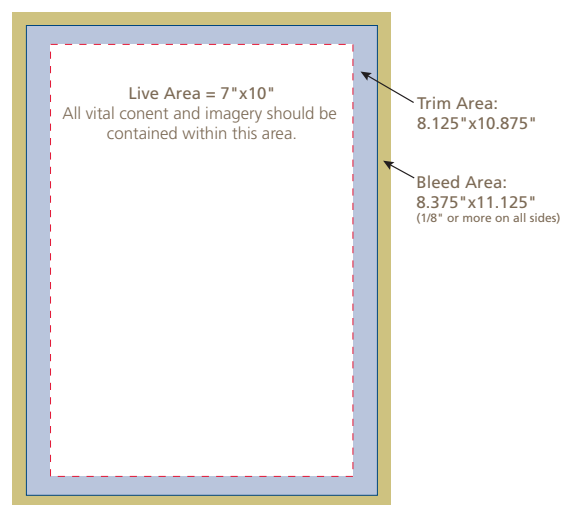
Advertisements exceeding standard unit sizes in any dimension are considered bleed or oversized. The minimum ad depth is 4.875."

### Halftones:

133-line screen minimum; 150-line maximum.

**Printing:** Web offset

**Binding:** Saddle-stitched



## Electronic File Requirements

### Preferred format: PDF

Please create **Press Quality PDF**, making sure to:

- Embed all fonts
- Flatten all transparencies
- Include all printers' marks
- 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 (919) 990-9234 or e-mail: 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:** (919) 990-9234  
**Fax:** (919) 990-9434  
**E-mail:** production@isa.org

## ISA Directory of Automation Display Ads

See page 10.

## ISA EXPO Publications

### *InTech's ISA EXPO Exchange*—the official event daily newspaper

Rates include all three days.

Ad Size	Live Area	B/W	4/C
Full page	10.25 x 14	\$4,995	\$6,995
Junior page	7.5 x 10	4,595	5,995
1/2 page horizontal	10.25 x 7	3,595	4,695
1/2 page vertical	5 x 14	3,595	4,695
1/4 page	5 x 7	1,995	2,995
1/8 page	5 x 3.5	1,795	2,795
Product Showcase	50 words		995
Classified	40 words		965

### ISA EXPO On-Site Program

Ad Size	Rate
Full page	\$2,995
1/2 page	2,295
1/4 page	1,495

2-color: add \$595 4-color: add \$995

Ad sizes/specs are identical to *InTech*.

### *InTech's ISA EXPO Exchange Product Locator Ads*

75-word description and 4-color images: \$595 each, 4-color included.

Contact your advertising sales representative for details on display ads.

### *InTech's ISA EXPO Exchange e-News*

Distributed to more than 80,000 automation professionals. Sponsorship includes:

- Company logo or other image (125 x 125 pixels)
- 50-75 characters of text immediately below your image
- Web link to your website from graphic and URL

1x	\$2,395 per issue
3x	2,095 per issue
6x	1,895 per issue
12x or more	1,695 per issue

## Other Marketing Opportunities

### Direct Mail/Mailing Lists

**Contact:** Kerry Fischette at ALC (609) 580-2875  
kerry.fishette@alc.com

### Reprints

**Contact:** Edward Kane at Foster Reprints at (866) 879-9144 or E-mail: ekane@fostereprints.com

The solution to your  
marketing puzzle!



"InTech is my window to the automation industry. It provides need-to-know information on applications, technologies, trends, news, and products. It helps me do my job better."

## Contacts

### Advertising

**Richard T. Simpson**  
Phone: (919) 990-9243  
E-mail: rsimpson@isa.org

**Stephanie Johnson**  
Sales Associate  
Phone: (919) 990-9308  
E-mail: sjohnson@isa.org

### Canada

**Donn Fenn**  
Fenn Co., Inc.  
Phone: (905) 833-6200  
E-mail: dfenn@canadads.com

### Europe

**Derek C. Fordham**  
Sweatman & Fordham  
Alain Charles House  
27 Wilford Street  
London SW1E6PR  
Phone: 0201 934 7676  
Fax: 0201 973 0076  
E-mail: post@alain.demon.co.uk

### Classified Advertising

**Kelly Winberg**  
John Waller & Associates  
881 Waterford Dr.  
Souderton, PA 18964  
Phone: (215) 723-2861  
Fax: (215) 723-2773  
E-mail: kwinberg@comcast.net

### Production

**Emily Blythe Kovac**  
Associate Production Editor  
Phone: (919) 990-9224  
E-mail: ekovac@isa.org

### Dianna Noyes

Publishing Production Coordinator  
Phone: (919) 990-9234  
E-mail: dnoyes@isa.org

### To submit editorial for consideration

**Technical reports/article submission:**  
**Nicholas Sheble**  
Phone: (919) 990-9277  
E-mail: nsheble@isa.org

### News and features:

**Gregory Hale**  
Phone: (919) 990-9275  
E-mail: ghale@isa.org

### Business News/Career Development:

**Ellen Fussell Policastro**  
Phone: (919) 990-9259  
E-mail: efussellpolicastro@isa.org

### New Products:

**Emily Blythe Kovac**  
Phone: (919) 990-9224  
E-mail: ekovac@isa.org

# *InTech ...*

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

*"InTech is the only publication I read cover to cover every month. It's the one publication that helps me do my job more effectively by keeping me up-to-date on the latest product innovations, system- and product-level applications, and business news."*

ISA  
67 Alexander Drive  
P.O. Box 12277  
Research Triangle Park, NC 27709  
**PHONE** (919) 549-8411  
**FAX** (919) 549-8288  
**E-MAIL** [info@isa.org](mailto:info@isa.org)  
[www.isa.org](http://www.isa.org)



Founded in 1945, ISA ([www.isa.org](http://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. ISA is the founding sponsor of the Automation Federation ([www.automationfederation.org](http://www.automationfederation.org)).