



Insights

In Automation®



2024

Media Guide

IIA-MG-24-12C-B



Insights In Automation's Media Guide

December 2024 Edition, Rev. 12C-B

Advertising on The Automation Blog	Page
- About Insights In Automation	3
- About Insights In Automation's content and shows	4
- Advertising options, image and article details	5
- Advertising worksheet*	6
- Advertising credit card order form*	7
Sponsoring and/or Appearing On our Shows	
- About our Industrial Automation Shows	8
- Vendor guest appearances	9
- Vendor guest appearance details	10
- Product coverage shows	11
- Product coverage show details	12
- Sponsorships, prices, and links to purchase*	13
- Show sponsorship credit card order form*	14

* Contact us at ShawnTierney@InsightsInAutomation.com or 413-749-4300 for pre-approval prior to purchasing ads or sponsorships.

This media guide is valid through 12/31/24. For current pricing and conditions, please contact us at the above email or phone number.



Insights In Automation

Providing insights into industrial automation products through first looks, tech tips, and in-depth product how-to's, as well as affordable online, virtual, and in-person courses.

Since launching in 2013, Insights In Automation has provided millions of electricians, technicians, and engineers worldwide with helpful insights on how to use and troubleshoot industrial automation products and applications.

On the media side of our business, we've found the sponsorship model to be the most effective in providing our vendor partners the most impactful results for their marketing dollars.

While "image ads" and paid "press releases" may receive more overall public "impressions" (like our YouTube thumbnails which received over 9 million impressions in 2023,) there's no arguing that having actual industry professionals read, listen, or watch several minutes of content dedicated to your product is worth many times the sub \$1 per person cost of our sponsorships.

And by sponsoring content with us, you're guaranteed to reach the internet's most dedicated industrial automation audience of electricians, technicians, and electrical engineers who are uniquely interested in your industrial automation products, features, and applications.

On the education side of our business, we train and educate industrial automation users through our affordable instructor supported online and virtual courses at TheAutomationSchool.com, as well as through our in-person hands-on training held in our learning center at our Insights In Automation offices.

All-Time Stats:

1,600+

Articles

14+

Detailed Guides

230+

Podcast Episodes

250+

News Shows

100+

Product Hands-on Shows

250+

First Looks & Tech Tips

20+

Online Courses

8+

In-person Courses





TheAutomationBlog.com

Industrial Automation Product News & How-To's

Since launching in 2013, Insights In Automation's news and product how-to website, The Automation Blog, has grown to become the most frequently visited independent industrial automation website on the net.

Averaging over 52K page views and 32K unique Visitors per month in calendar year 2023, The Automation Blog continues to be the world's most popular automation blog, providing readers with how-to articles and videos authored by industry veterans, as well as product news and interviews with product experts from companies both large and small.

By sponsoring content on The Automation Blog, you'll reach our dedicated audience of Electricians, Technicians, and Electrical Engineers who are uniquely interested in your industrial automation products, features, and applications.

In addition to our helpful articles and videos, we also produce the following series (see page 6 for details):

- **The Automation Show (TAS):** Product Hands-on Series
- **The Automation Minute (TAM):** Short Product Videos & Quick Tips
- **Automation Tech Tips (ATT):** Tips on Product Features and Functions
- **Automation News:** Industrial Automation News and Headlines
- **What's New in Automation / Automation This Week:** News Roundup
- **Automation Q & A / Question of the Week:** Audience Q & A
- **The Automation Podcast (TAP):** Guests Share Prod. Overviews, Updates
- **The Automation Demo (TAD):** Guests Demo Products and Features
- **Automation Tech Talk (VTT):** Guests Talk Products and Technology
- **Let's Talk Automation:** Our staff discusses the latest products and industry trends

2023 Stats:

384,588

Website Unique Visitors

623,502

Webpage Total Views

158,858

Podcast Views/Listens

2,011,148

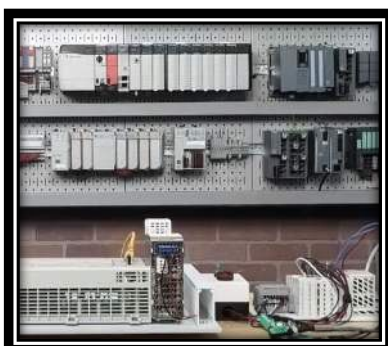
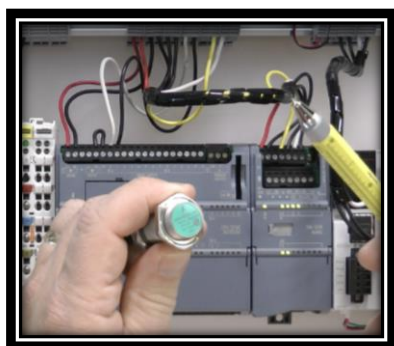
Podcast Impressions

729,876

YouTube Video Views

9,112,256

YouTube Impressions





TheAutomationBlog.com

Ad Image & Sponsored Article Options

Home Page Ad Locations



Article / Post Ad Locations



Banner Image Ads

Banner Ad (See Ad locations on left)	Pixel Size (JPG, PNG, or GIF)	Cost per 25K views
TAB-A Top Banner	728 X 90	\$299
TAB-B Right Skyscraper	300 X 600	\$299

Sponsored Articles

With our sponsored article option, we will schedule pre-approved articles for publication alongside our regular weekly content.

TAB-SA	Sponsored Article Cost:	\$299
Availability:	Once per week	

*Note: Only industrial automation articles will be considered.

Additional Information

- We only accept Ad Images and Sponsored Articles related to Industrial Automation products or services.
- Payment and Ad Images and/or Sponsored Articles are due one week prior to scheduled release.
- Ad Images must be submitted in the correct size and format along with a valid Target Link.
- Sponsored Articles must be well edited with no spelling, capitalization, or grammar issues.

Bundle and Save!

Contact us for bundle pricing: 413-749-4300 or
ShawnTierney@InsightsInAutomation.com

TheAutomationBlog.com

2024 Advertising Worksheet:

QTY	PN	Description / Link	Price Each	Extended Price
___	TAB-A	Top Leaderboard Ad 728 X 90, 25K Views (Link)	\$299	_____
___	TAB-B	Top Skyscraper Ad 300 X 600, 25K Views (Link)	\$299	_____
___	TAB-SA	Sponsored Article (Available once per week) (Link)	\$299	_____

Bundle and Save! Example Advertising Bundles listed below. Call us for a custom quote.

___	B-TLS-25	Top Leaderboard & Skyscraper, 25K views both (Contact)	\$549	_____
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Total _____

Note: Please contact us prior to ordering any of the above advertisements. You can contact us via email at ShawnTierney@InsightsInAutomation.com, or leave us a voicemail at 413-749-4300.

Note: Vendors who purchase ads or sponsorships are highly encouraged to schedule all their Ads and Sponsorships within 12 months of placing their order to avoid any price increases that may be assessed after 12 months has elapsed.

Note: Insights In Automation retains all “editorial rights” and copywrites to all of the content it produces for its own properties, including its interviews and shows on which guests appear. Insights in Automation also doesn’t accept ads or sponsorships on topics not related specifically to industrial automation products, technologies, services, or organizations, and retains the right to only accept ads and sponsors which it feels are a good fit for its properties and audience.

Insights In Automation

75 S Church St
Pittsfield, MA 01201
413-749-4300



Advertising Credit Card Authorization Form

Please sign and complete this form to authorize *Insights In Automation* to make a one-time charge to the credit card listed below for Advertising services.

By signing this form, you give us permission to charge your account for the amount indicated below for the advertising on TheAutomationBlog.com as listed on this form.

This form is permission for a single transaction only, and does not provide authorization for any additional charges to your account.

Qty	Ad Spot (i.e. TAB-A)	Ad State	Date	Ad Image Name (email us images and links)	Price Ea.	Extended
Ad 1:	_____	_____	_____	_____	_____	_____
Ad 2:	_____	_____	_____	_____	_____	_____
Art 1:	_____	_____	_____	_____	_____	_____
Art 2:	_____	_____	_____	_____	_____	_____
Total Ad Buy in US Dollars:						\$ _____

Credit Card Type:	_____ Visa	_____ Mastercard	_____ American Express
Cardholder Name:	_____		
Cardholder Phone #:	_____		
Company Name:	_____		
Card Billing Address:	_____		
Card Billing Town/City:	_____ State: _____	ZIP: _____	
Card Number:	_____		
Expiration Date:	_____	Security Code:	_____
Authorized Signature:	_____		
Printed Name:	_____		

By signing this form, I authorize Insights In Automation to charge the credit card indicated according to the terms outlined above for advertising on TheAutomationBlog.com. This authorization is valid for one time use only, and I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company so long as the transaction corresponds to the terms indicated in this form.



Industrial Automation Shows

Insights In Automation (InsightsIA) produces the following *sponsor funded* shows:

Shows featuring **Our Staff** using **Your Products**:

The Automation Show (TAS):

Longer format how-to videos on using industrial automation products.

The Automation Minute (TAM):

Short bite-size videos that include quick tips, and short first and second looks.

Other shows include **Automation News, What's New, Automation Q & A**, and the **Automation Question of the Week**

Shows featuring **Our Staff** talking with **Your Experts**:

The Automation Podcast (TAP):

Vendor guests bring our audience up to speed on products and technologies.

Automation Tech Talk (TT):

Our “multi-webcam” show in which we “talk tech” in a free flowing discussion.

2023 Stats:

729,876

YouTube Video Views

9,112,256

YouTube Impressions

158,858

Podcast Views/Listens

2,011,148

Podcast Impressions

384,588

Website Unique Visitors

623,502

Webpage Total Views

Why we chose the “sponsored content” funding model for our media business:

Industrial Automation (IA) is serious topic, and it's not one that many people find particularly entertaining. As such, it's not surprising that the advertising revenue from producing content for such a small, targeted audience isn't very substantial.

Take for instance that the average IA video will reach between 2,000 to 10,000 viewers while netting an average of 25K to 80K impressions. When you take those audience numbers into account, along with the industry average of \$5 of advertising revenue per 1,000 views, it's easy to see that the advertising revenue for IA content (\$10 to \$50) falls far short of covering the expense of actually producing that content.

But while advertising revenue is not a viable funding model for IA content creation, our vendor partners have found that our sponsored offerings are one of the best values for marketing dollars in all of Industrial Automation. There's just no arguing that getting actual industry professionals to listen to or watch several minutes of content dedicated to your product is worth many times the “cost per viewer” our sponsorships offer.

To learn more about our sponsorships, see the following pages or contact us directly at 413-749-4300.



Guest Appearances:

The Automation Podcast and Tech Tips make up Insights' guest focused series where our staff host "vendor experts" who come on the show to present, discuss, and/or demonstrate their products and technologies. These guest appearances fall into two categories, Standard and Premium Sponsorships, both of which are detailed below:

Making a Guest Appearance on The Automation Podcast or Tech Talk:		
Sponsorship	Cost	Benefits
Standard* IA-SGA	\$499	<p>A "Standard" sponsored episode sees your guest appearance released to our audience and general public completely "ad free," and you may also take advantage of the following additional benefits:</p> <p>A) We offer to include up to five vendor links in the show's description **</p> <p>B) We offer the choice of release week (first come, first serve) **</p> <p>C) The specific episode will be "ad free" & public for at least 12 months</p>
Premium* IA-PGA	\$899	<p>Premium Sponsorships receive all the benefits of a standard sponsorship, plus:</p> <p>1) Upon request, we provide an episode embed code or link to download a copy of the episode for the vendor's use <i>after</i> the episode has been released on our channels for 30 days **</p> <p>2) We offer to provide episode performance stats for first 30, 90, and 365 days, upon request **</p> <p>3) We offer to include a 25K Impression Ad Run on our website on a products or services covered in the episode ** (see page 5 for ad options and sizes.)</p>

* Interested vendors should contact Shawn Tierney directly via email: ShawnTierney@InsightsInAutomation.com

** Sponsorship benefits provided upon request and/or the submission of required information (i.e. don't forget to request/submit your links, desired release date, ad image and link, episode stat request, etc., in order to take advantage of these benefits.)

A minimum of two weeks is required to edit and release an episode after it is recorded and payment is received.

^ Guest appearances on Insights In Automation's shows fall into the same category as being interviewed by a television, magazine, or newspaper. As such, guest appearances and interviews performed and published by Insights In Automation are copyrighted as such. We do however encourage all sponsors to share links to the episodes on their website and social media. Premium sponsors also are granted the right to republish their guest appearance thirty days after the episode is released on our platforms, and a link to legally download the episode is made available to premium sponsors upon request.

Guest Appearance Information Sheet v1.0

Please review the below information prior to scheduling your guest appearance:

-
- Guest appearances are not live, but pre-recorded using MSTEams or SteamYard
 - To prepare for your guest appearance, please watch or listen to the first 90 seconds of a previous episode [here](#)
 - The host will start the session with a generic show intro, after which he will ask you to introduce yourself
 - In your introduction, please include your full name, company name, and position. Then go directly into topic
 - During the discussion, the host will ask questions he believes audience members may have
 - At the end of the show, please give out to the audience any links or contact info needed to learn more
 - After your final comments, the host will read a short “show outro,” and we ask that you do not disconnect or speak during this short “end of show” segment
 - Upon release we’ll attempt to tag Guests & Companies on Social Media, and encourage sharing these links
-
- Sponsored guest appearances are released “ad free” to the public on major audio & video podcasting platforms
 - Sponsors are encouraged to send in up to 5 links to include in the show notes *at the time of* the recording
 - Sponsors may choose the week of release (first come, first reserved,) but we require at least 2 weeks notice
 - Premium Sponsors may request a clean audio and video embed (free of suggested videos and ads)
 - Premium Sponsors may also request a link to download the episode for their own use 30 days after release
 - Premium Sponsors may request Show Stats for the 30, 90, and 365 day periods after release
 - Premium Sponsors may take advantage of a 25K Impression Ad Run on our website on a related product or service – see page 5 for Ad Image details
-

Notes for **Un-sponsored (free) Appearances:**

- We currently do not offer free appearances to for-profit companies, or to non-profit organizations offering billable services.
-

*Please contact us if you have any questions at ShawnTierney@InsightsInAutomation.com or 413-749-4300.



Product Shows:

The Automation Show, Minute, and Tech Tips make up Insights' industrial automation video series on which our experienced staff share product details and how-to's with our audience. These shows fall into two categories, Standard and Premium Sponsorships, both of which are detailed below:

Get Your Products covered on The Automation Show, Minute or Tech Tips:		
Sponsorship	Cost	Benefits
Standard ^{##^} IA-SPC	\$899 ^{**} (Vendor Product Sample & How To Session Required.)	<p>Vendors who sponsor their product's appearance on our show will see the episode released to our audience and general public completely "ad free," and may also take advantage of the following additional benefits:</p> <p>A) We offer to include up to five vendor links in the show's description^{**}</p> <p>B) We offer the choice of release week (first come, first serve) ^{**}</p> <p>C) The specific episode will be "ad free" & public for at least 12 months</p> <p>Please Note: Production of your sponsored episode cannot begin until (1) Payment is made, (2) The sample is received, and (3) the required vendor-lead how-to session for our staff is completed.</p>
Premium ^{##^} IA-PPC	\$1,899 ^{**} (Vendor Product Sample, How To Session, and Topic Review Session Required.)	<p>Premium Sponsorships receive all the benefits of a standard sponsorship, plus:</p> <p>1) Upon payment, a link is provided to schedule a Focused Topic and Filming Schedule review to insure we have a list of the topics the vendor would like us to cover, and the vendor understands the filming schedule. Production will not start until after this meeting takes place.</p> <p>2) Upon request, a private episode "preview" link is made available to the vendor. If this "episode preview" is requested, production is halted until a follow-up meeting is held, and final direction of episode is agreed upon. ^{**}</p> <p>3) Upon request, we provide an episode embed code or link to download a copy of the episode for the vendor's use <i>after</i> the episode has been released on our channels for 30 days^{**}</p> <p>4) We offer to provide episode performance stats for first 30, 90, and 365 days, upon request^{**}</p>

* Interested vendors should contact Shawn Tierney directly via email: ShawnTierney@InsightsInAutomation.com

** Sponsorship benefits provided upon request and/or the submission of require information (i.e. don't forget to request/submit your links, desired release date, ad image and link, episode stat request, etc., in order to take advantage of these benefits.)

A minimum of four weeks is required to produce and release an episode after payment, samples, and training is received

^ Videos, Audio, Articles, eBooks and other content produced and published by Insights In Automation using samples provided by the vendor fall into the same category as products produced by a customer using a vendor sample, and the resulting content is copyrighted solely by Insights In Automation.

Sponsored Product Coverage

Information Sheet v1.0

Please review the below information prior to contacting us about covering your sample product:

-
- Do not send in sample products without approval. We have limited storage & tight production schedules
 - Just like samples provided to customers, the work created using your sample will be the property of Insights
 - On release of the episode, we will attempt to tag your Company on social media, and encourage you to promote the episode across your social media accounts
 - Vendor samples must be new, unconfigured products in original box, same as customers would receive
 - Vendors must provide our staff with a “Train the Trainer” session prior to production beginning
 - o These sessions need to include **all** steps required to setup or use your product *from scratch*
 - Sponsors are encouraged to send in up to 5 links in for the show notes, but they must be provided in advance
 - Sponsors may choose the week of release (first come basis) but we require at least 4 weeks for production
 - Sponsored episodes are released “ad free” to the public on our website and video channels (YouTube, etc.)
 - Premium Sponsors must schedule Focused Topic and Filming review session prior to production starting
 - Premium Sponsors may request an “episode preview,” and production pauses until preview meeting is held
 - Premium Sponsors may request a clean audio and video embed (free of suggested videos and ads)
 - Premium Sponsors may also request a link to download the episode for their own use 30 days after release
 - Premium Sponsors may request Show Stats for the 30, 90, and 365 day periods after release
-

Notes for **Un-sponsored (free) Appearances:**

- We currently do not offer free product coverage to for-profit companies, or to non-profit organizations offering billable services.
-

*Please contact us if you have any questions at ShawnTierney@InsightsInAutomation.com or 413-749-4300.



Sponsorship Product IDs & Links

Note: The below product list only includes sponsored options. To schedule either a sponsored or unsponsored appearance please contact ShawnTierney@InsightsInAutomation.com

Show	Product Id*	Cost
Standard Sponsored Guest Appearance:	<u>IA-SGA</u>	\$499/ep.
Premium Sponsored Guest Appearance:	<u>IA-PGA</u>	\$899/ep.
Standard Sponsored Product Coverage:	<u>IA-SPC</u>	\$899/ep.
Premium Sponsored Product Coverage:	<u>IA-PPC</u>	\$1,899/ep.

*Please contact us prior to ordering at ShawnTierney@InsightsInAutomation.com or 413-749-4300.

Insights In Automation

75 S Church St
Pittsfield, MA 01201
413-749-4300



Sponsorship Credit Card Authorization Form

Please sign and complete this form to authorize *Insights In Automation* to make a one-time charge to the credit card listed below for sponsorships of shows produced by Insights In Automation.

By signing this form, you give us permission to charge your account for the amount indicated below for the sponsorship of shows as listed on this form.

This form is permission for a single transaction only, and does not provide authorization for any additional charges to your account.

NOTE: Orders will not be processed without accompanying filled out **Guest Appearance Checklist**

	PN/Level (i.e. TAP-SH2)	Preferred Release Date	Industrial Automation Topic	Price Ea.	Extended
Line 1:	_____	_____	_____	_____	_____
Line 2:	_____	_____	_____	_____	_____
Line 3:	_____	_____	_____	_____	_____
Total Ad Buy in US Dollars:					\$ _____

Credit Card Type:	_____ Visa	_____ Mastercard	_____ American Express
Cardholder Name:	_____		
Cardholder Phone #:	_____		
Company Name:	_____		
Card Billing Address:	_____		
Card Billing Town/City:	_____	State: _____	ZIP: _____
Card Number:	_____		
Expiration Date:	_____	Security Code:	_____
Authorized Signature:	_____		
Printed Name:	_____		

By signing this form, I authorize Insights In Automation to charge the credit card indicated according to the terms outlined above for sponsoring a show produced by Insights In Automation®. This authorization is valid for one time use only, and I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company so long as the transaction corresponds to the terms indicated in this form.

Insights In Automation



The Automation Blog, Podcast, Minute, Show, Tech Tips, and School®

Media Guide

Insights In Automation®
75 S Church St,
Pittsfield, MA 01201