

The Automation Blog Media Guide

About The Automation Blog

The Automation Blog was created in 2013, and has grown to be one of the most frequently visited automation blogs in the industry, with over 20,000 visitors per month. The Automation Blog provides readers with the latest news, how-to articles, training videos, and automation forums supporting some of the leading automation manufacturers. The Automation Blog can help you reach your marketing and sales goals, with a variety of advertising options.

20,000+
MONTHLY UNIQUE VISITORS

43,000+
MONTHLY PAGE VIEWS

230,000+
YEARLY UNIQUE VISITORS

525,000+
YEARLY PAGE VIEWS



Shawn Tierney: Founder of The Automation Blog

Shawn started working in the industrial automation industry over twenty-eight years ago. During that time he was able to help countless engineers, technicians, and electricians learn how to use and troubleshoot PLC, HMI, and SCADA products. In 1999 Shawn began publishing articles, videos, and sample code on his personal website. Then in 2013 he launched The Automation Blog where he invites other users to join him in sharing helpful information about using industrial automation products.

Home Page and Run-of-Site (ROS)

Advertising Option	Ad Size (pixels)	Rate (per month)
Background	1920 x 1080	\$495 \$395!*
A. Top Banner	700 X 87	\$395 \$245*
B. Top Right Corner	300 X 250	\$395 \$245*
C. Sidebar Middle	300 X 600	\$395 \$245*
D. Bottom Banner	1000 X 150	\$195 \$95*

Article Ads

Advertising Option	Ad Size (pixels)	Rate (per month)
E. Sidebar Bottom	300 X 250	\$295 \$175*
F. Top Banner	690 X 99	\$295 \$175*
G. Bottom Banner	690 X 99	\$195 \$95*

Frequency Discounts:
 Purchase 3 months and receive 15% discount.
 Purchase 6 months and receive 30% discount.
 * Denotes Introductory Rates

The screenshot shows the home page of 'The Automation Blog'. At the top, there is a navigation bar and a search bar. Below this, there are several featured articles and sections. Four yellow rectangular boxes are overlaid on the page to indicate advertising spots: 'A' is at the top right, 'B' is in the middle right, 'C' is in the bottom right, and 'D' is at the very bottom. The main content includes a 'Trending Now' section, 'From Our Archives', and a 'Recent Discussions' sidebar. At the bottom, there is a video player for 'Studio 5000: Connecting To An Existing PAC'.

The screenshot shows an article titled 'Seven things you should know about Studio 5000 Logix Designer v21 (formerly RSLogix 5000)'. The article is written by Shawn Tierney and dated October 11, 2014. It lists three key points about the software. Five yellow rectangular boxes are overlaid on the page to indicate advertising spots: 'B' is at the top right, 'C' is in the middle right, 'E' is in the bottom right, 'F' is at the top left, and 'G' is at the bottom left. The article includes a 'Popular View Blogs' section and a 'Recent Discussions' sidebar. At the bottom, there are sections for 'Comments', 'Previous Article', and 'Next Article'.