Ratecard Description Line Description Rate

|  |  |  |
| --- | --- | --- |
| 2023 - AW - Banner Ads on AW.com - Search bar Sponsorship - NM | Searchbar Sponsorship | 1500 |
| 2023 - AW Standard e-blast - Profinews Custom - NM | ProfiNews | 2600 |
| 2022 - PACK EXPO Newsletter Placeholder - NM | PACK EXPO Newsletter Placeholder | 0 |
| 2023 - PW Newsletter Placeholder - NM | PW Newsletter Placeholder | 0 |
| 2023 - CP Newsletters CPA Rates - NM | CP Focus - CPA Member Price | 500 |
| 2023 - CP Newsletters CPA Rates - NM | CP Exclusive NL - CPA Member Price | 2000 |
| 2023 - PE - OEM Insider - NM | Insider Basic Listing (with fall ad purchase) | 1000 |
| 2023 - PE - OEM Insider - NM | Insider Basic Listing (without fall ad purchase) | 2000 |
| 2023 - PE - OEM Insider - NM | Insider Enhanced Listing (with fall ad purchase) | 2000 |
| 2023 - PE - OEM Insider - NM | Insider Enhanced Listing (without fall ad purchase) | 3000 |
| AW - Peer-to-Peer FAQs - NM - House Rate Card | Exclusive (150 leads) | 0 |
| AW - Peer-to-Peer FAQs - NM - House Rate Card | Multi (100 leads) | 0 |
| 2023 - AW - Add'l Native Ads on AW.com - NM | Add'l Native Ads on AW.com | 1400 |
| 2023 - AW - Banner ads on 3rd Party - NM | Banner Ads on 3rd Party | 50 |
| 2023 - AW - Content Creation - NM | Video Editing | 650 |
| 2023 - AW - Content Creation - NM | Case Study PDF Creation | 2600 |
| 2023 - AW - Content Creation - NM | Video Creation | 2600 |
| 2023 - AW - Content Creation - NM | Webinar Brief PDF | 2600 |
| 2023 - AW - Content Creation - NM | Printable PDF Only | 600 |
| 2023 - AW - Content Creation - NM | Banner ad creation | 650 |
| 2023 - AW - Content Creation - NM | Video pre-roll editing | 650 |
| 2023 - AW Custom Question - NM | AW - Custom Question | 550 |
| 2023 AW - Sponsored Quiz - NM | IoT Platforms | 8250 |
| 2023 AW - Sponsored Quiz - NM | Hybrid Cloud and Edge Environments | 8250 |
| 2023 AW - Sponsored Quiz - NM | Cybersecurity/Remote Access | 8250 |
| 2023 - AW - Targeted Cover - NM | 1,501 - 2,000 | 6700 |
| 2023 - AW - Targeted Cover - NM | 2,501 - 3,000 | 7150 |
| 2023 - AW - Targeted Cover - NM | 2001 - 2500 | 6900 |
| 2023 - AW - Targeted Cover - NM | 3,501 - 4,000 | 7750 |
| 2023 - AW - Targeted Cover - NM | 3001 - 3,500 | 7750 |
| 2023 - AW - Targeted Cover - NM | 4,001 - 4,500 | 8100 |
| 2023 - AW - Targeted Cover - NM | 4,501 - 5,000 | 8450 |
| 2023 - AW - Targeted Cover - NM | Up to 1,500 | 6500 |
| 2023 - AW - Supplied HTML Additional Links - NM | Supplied HTML Additional Links | 550 |
| 2023 - AW - E-blast Extension - NM | E-blast Extension | 800 |
| 2023 - AW - Provisional E-blasts - NM | Product Provisional | 5450 |
| 2023 - AW - Provisional E-blasts - NM | Video Provisional | 5450 |
| 2023 - AW - Provisional E-blasts - NM | White Paper Provisional | 5450 |
| 2023 - AW - Provisional E-blasts - NM | Supplied HTML Provisional | 5450 |
| AW Hold - NM | AW Newsletter Placeholder | 0 |
| 2023 - AW - Standard e-blasts - NM | Sponsored Podcast - in house materials | 0 |
| 2023 - AW - Standard e-blasts - NM | Custom Podcast with article | 8800 |
| 2023 - AW - Standard e-blasts - NM | Application Brief | 5850 |
| 2023 - AW - Standard e-blasts - NM | Video | 5850 |
| 2023 - AW - Standard e-blasts - NM | White Paper | 5850 |
| 2023 - AW - Standard e-blasts - NM | Event | 5850 |
| 2023 - AW - Standard e-blasts - NM | Product | 5850 |
| 2023 - AW - Standard e-blasts - NM | Custom Podcast without article | 6600 |
| 2023 - AW - Standard e-blasts - NM | Infographic | 5850 |
| 2023 - AW - Standard e-blasts - NM | Industry Webinar | 5850 |
| 2023 - AW - Standard e-blasts - NM | Case Study | 5850 |
| 2023 - AW - Standard e-blasts - NM | E-book | 5850 |
| 2023 - AW - Standard e-blasts - NM | Tactical Brief | 10200 |
| 2023 - AW - Standard e-blasts - NM | Technology Minute | 8750 |
| 2023 - AW - Standard e-blasts - NM | Supplied HTML | 6400 |
| 2023 - AW - Standard e-blasts - NM | Co-Branded Newsletter | 6450 |
| 2023 - AW - Standard e-blasts - NM | Custom Newsletter | 7300 |
| 2023 - AW - Standard e-blasts - NM | Webinar | 5850 |
| 2023 - AW - AW - Peer-to-Peer FAQs - NM | Exclusive (150 leads) | 7250 |
| 2023 - AW - AW - Peer-to-Peer FAQs - NM | Multi (100 leads) | 3650 |
| 2023 - AW - Facebook - NM | Sponsored Post - Targeted | 2500 |
| 2023 - AW - Facebook - NM | Sponsored Post - General | 5000 |
| 2023 - AW - Facebook - NM | Video - Targeted | 2500 |
| 2023 - AW - Facebook - NM | Video - General | 5000 |
| 2023 - LIA – Digital Only - NM | Digital Only | 3640 |
| 2023 - AW - Leadership in Automation - NM | Leadership in Automation | 0 |
| 2023 - AW - LinkedIn - NM | LinkedIn - Targeted | 5000 |
| 2023 - AW - LinkedIn - NM | LinkedIn- General | 3500 |
| 2023 - AW - Telephone Lead Generation - NM | Telephone Lead Generation | 3950 |
| 2023 - AW - Native ads on 3rd Party - NM | AW: Native ads on 3rd Party | 7000 |
| 2023 - AW - Automation Focus - HOUSE | AW Focus Slot - sponsored podcast - in house materials | 0 |
| 2023 - AW - Automation Focus - HOUSE | Automation Focus | 1750 |
| 2023 - AW - Automation Skills - NM | Automation Skills | 5450 |
| 2023 - AW - AW Beta Newsletter - NM | AW Beta Newsletter | 0 |
| 2023 - AW - Factory Automation - NM | Factory Automation | 4750 |
| 2023 - AW - Food/Bev & Pharma - NM | Food/Bev & Pharma | 3300 |
| 2023 - AW - News Insights - NM | News Insights | 5450 |
| 2023 - AW - Process Automation -NM | Process Automation | 4750 |
| 2023 - AW - Product Insights - NM | Product Insights | 5450 |
| 2023 - AW - Automation Handbook - NM | 2/3 Page Vertical | 5150 |
| 2023 - AW - Automation Handbook - NM | 1/2 Page Vertical | 3925.33 |
| 2023 - AW - Automation Handbook - NM | Gatefold Insert | 18460 |
| 2023 - AW - Automation Handbook - NM | 1/2 Page Island | 5040 |
| 2023 - AW - Automation Handbook - NM | 1/3 Page Vertical | 2845 |
| 2023 - AW - Automation Handbook - NM | 2-Page Spread | 7965 |
| 2023 - AW - Automation Handbook - NM | Full Page | 4195 |
| 2023 - AW - Automation Handbook - NM | 1/2 Page Horizontal | 3930 |
| 2023 - AW - Automation World Magazine - NM | Belly Band | 9900 |
| 2023 - AW - Automation World Magazine - NM | DTS - Outside Back Cover | 6700 |
| 2023 - AW - Automation World Magazine - NM | 1/2 Page Island | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - Inside Front Cover | 6700 |
| 2023 - AW - Automation World Magazine - NM | 1/6 Page | 1700 |
| 2023 - AW - Automation World Magazine - NM | DTS - Inside Back Cover | 6700 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/2 Page Horizontal | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/2 Page Vertical | 4100 |
| 2023 - AW - Automation World Magazine - NM | 1/2 Page Island | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/3 page Vertical | 2300 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/3 Page Square | 2700 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/3 Page Square | 2300 |
| 2023 - AW - Automation World Magazine - NM | 1/2 Page Horizontal | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/3 Page Horizontal | 2300 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/3 Page Horizontal | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - 2-Page Spread | 11550 |
| 2023 - AW - Automation World Magazine - NM | 1/3 Page Square | 2700 |
| 2023 - AW - Automation World Magazine - NM | DTS - Full Page | 6100 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/2 Horizontal Spread | 8600 |
| 2023 - AW - Automation World Magazine - NM | 1/3 Page Horizontal | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - 2/3 Page Vertical | 5000 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/2 Page Vertical | 3850 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/2 Page Horizontal | 4100 |
| 2023 - AW - Automation World Magazine - NM | 1/2 Page Horizontal Spread | 7650 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/2 Page Island | 5250 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/3 Horizontal Spread | 7350 |
| 2023 - AW - Automation World Magazine - NM | DTS - 1/4 Page Square | 1800 |
| 2023 - AW - Automation World Magazine - NM | 1/2 Page Vertical | 3850 |
| 2023 - AW - Automation World Magazine - NM | Insert | 14000 |
| 2023 - AW - Automation World Magazine - NM | 1/3 Horizontal Spread | 7350 |
| 2023 - AW - Automation World Magazine - NM | 2-Page Spread | 20350 |
| 2023 - AW - Automation World Magazine - NM | 1/4 Page | 2150 |
| 2023 - AW - Automation World Magazine - NM | 1/3 Page Vertical | 2700 |
| 2023 - AW - Automation World Magazine - NM | Full Page | 7400 |
| 2023 - AW - Automation World Magazine - NM | Corner Cut- Cover | 3550 |
| 2023 - AW - Automation World Magazine - NM | 2/3 Page Vertical | 5050 |
| 2023 - AW - Automation World Magazine - NM | Gatefold Insert | 28600 |
| 2023 - AW - Automation World Magazine - NM | LIA Profile | 0 |
| 2023 - AW - Automation World Magazine - NM | Inside Back Cover | 8500 |
| 2023 - AW - Automation World Magazine - NM | Inside Front Cover | 8500 |
| 2023 - AW - Automation World Magazine - NM | Outside Back Cover | 8500 |
| 2023 - AW - Automation Playbook - NM | Automation Playbook | 16800 |
| 2023 - AW - Voice of the Custom - NM | Sponsored Podcast - Exclusive | 10300 |
| 2023 - AW - Voice of the Custom - NM | Sponsored Podcast - Multiple | 5150 |
| 2023 - AW - Syndicated Content (PACKAGE ONLY) - NM | Syndicated Content Package | 0 |
| 2023 - AW - IIOT Supplement - NM | Outside Back Cover | 6680 |
| 2023 - AW - IIOT Supplement - NM | Inside Front Cover | 6680 |
| 2023 - AW - IIOT Supplement - NM | Inside Back Cover | 6680 |
| 2023 - AW - IIOT Supplement - NM | 1/2 Page Vertical | 4085 |
| 2023 - AW - IIOT Supplement - NM | 1/3 page Vertical | 2265 |
| 2023 - AW - IIOT Supplement - NM | 1/3 Page Square | 2265 |
| 2023 - AW - IIOT Supplement - NM | 1/3 Page Horizontal | 2265 |
| 2023 - AW - IIOT Supplement - NM | 2-Page Spread | 11530 |
| 2023 - AW - IIOT Supplement - NM | Full Page | 6070 |
| 2023 - AW - IIOT Supplement - NM | 1/2 Horizontal Spread | 8575 |
| 2023 - AW - IIOT Supplement - NM | 2/3 Page Vertical | 4965 |
| 2023 - AW - IIOT Supplement - NM | 1/2 Page Horizontal | 4085 |
| 2023 - AW - IIOT Supplement - NM | 1/2 Page Island | 5245 |
| 2023 - AW - IIOT Supplement - NM | 1/4 Page Square | 1770 |
| 2023 - AW - Template Creation - NM | Custom Template Creation | 950 |
| 2023 - AW - Targeted Direct Mail (add'l 1000 names) - NM | AW: Targeted Direct Mail (add'l 1000 names) | 350 |
| 2023 - AW - Targeted Direct Mail - NM | AW: Targeted Direct Mail | 1900 |
| 2023 - AW - Video Pre-roll 3rd Party - NM | AW: Video Pre-roll 3rd Party | 100 |
| 2023 - AW - Webinar - NM | Webinar | 1550 |
| 2023 - AW - Native Ads on AW.com - NM | Native Ads on AW.com | 1400 |
| 2023 - AW - Native Ads on AW.com - NM | Syndicated Native on AW.com | 0 |
| 2023 - AW - Banner Ads on AW.com - NM | AW - Flexi | 150 |
| 2023 - AW - Banner Ads on AW.com - NM | AW - Roadblock Flexi Campaign | 150 |
| 2023 - AW - Banner Ads on AW.com - NM | AW - Company Targeted Sponsorship Flexi | 150 |
| AW - FAQ - NM - House Rate Card | Exclusive (150 leads) | 0 |
| AW - FAQ - NM - House Rate Card | Multi (100 leads) | 0 |
| 2022 - AW - Voice of the Custom - NM - House Rates | Sponsored Podcast - Exclusive | 0 |
| 2022 - AW - Voice of the Custom - NM - House Rates | Sponsored Podcast - Multiple | 0 |
| AW - Automation Focus - HOUSE | AW Focus Slot - HOUSE | 0 |