

smart production special

November 2020

Partner Prospectus



smart production special

The November issue of Industrial Ethernet Book will feature a smart production special in print and on a dedicated webpage.

We will cover the most important trends in smart production, including:.

- Single Pair Ethernet
- Digital Engineering
- Time Sensitive Networking
- Industrial 5G
- Edge Computing
- Machine Learning
- Digital Twins
- Predictive Maintenance
- LPWAN
- Other IIoT technologies



Become a Partner

Join this special as a partner and show the market how your company defines the future of smart production.

Three partnership levels are available:

Technology Partner

€ 990 / \$ 1150

Includes:

- One product with photo and description in the New Product section in the print issue
- One product with photo and description on our smart production special webpage
- One video in our smart production playlist on YouTube and embedded on the smart production special webpage
- Your company logo on the smart production special webpage

Premium Partner (5 available)

€ 3900 / \$ 4600

Includes the Technology Partner Package plus:

- Full page „Expert Insights“ advertorial in the print issue
- “Expert Insights“ advertorial on the smart production webpage
- Full page ad in the print issue
- New product on the webpage listed above Technology Partners
- New product shared on Twitter and Facebook
- One product featured in our November email newsletter
- Video in playlist before Technology Partners
- Banner on the smart production special
- Logo on the smart production special webpage above Technology Partners

Lead Partner (only 1 available)

€ 5900 / \$ 7000

Includes the Premium Partner Package plus:

- Print ad on IBC, opposite Reader Contest page
- Reader Contest sponsorship recognition
- Leads from Reader Contest (typically 30 - 60)
- “Expert Insights“ advertorial above Premium Partners
- New product top listing on the smart production special webpage
- Video first position in playlist
- Logo on the smart production webpage above Premium Partners

	Technology Partner	Premium Partner	Lead Partner
Full page „Expert Insights“ advertorial in the print issue	✗	✓	✓
“Expert Insights“ advertorial on the smart production webpage	✗	✓	✓ Top Listing
Full page ad in the print issue	✗	✓	✓
Reader Contest sponsorship	✗	✗	✓
Leads from Reader Contest	✗	✗	✓
Product news with photo in print	✓	✓	✓
Product news with photo on website	✓	✓	✓ Top Listing
One product featured in our email newsletter	✗	✓	✓
Video in our smart production playlist on YouTube	✓	✓	✓ Top Listing
Company logo on the smart production webpage	✓	✓	✓ Top Listing
Banner on the smart production webpage	✗	✓	✓

Material specifications

Expert Insights advertorial

Headline up to 40 characters (incl. spaces)
Up to 4000 characters (incl. spaces) of text
Author photo in portrait format, min. 1000 px wide, Tif or Jpeg
Author name and title

Editorial services available on request. We can turn an existing white paper, interview or other text into your Expert Insights advertorial.

Full page print ad

210 x 280 mm plus 3 mm bleed
Pdf or Tiff file

Product news

Headline up to 25 characters (incl. spaces)
Up to 250 characters (incl. spaces) of text
Product photo min. 1000 px wide, Tif or Jpeg

Product news will be edited for best appearance in print, online and on social media.

Web banner

486 x 60 pixel, Jpeg or Gif file, max 30 kB
Banners can be stationary or have animation up to five loops.

Video

Send us the URL of the YouTube video you wish to include in the smart production special playlist.

Logo

Jpeg or Gif file, max 300 x 300 pixel

Material deadline: October 30, 2020

General Contract and Rate Policy


The publisher is not liable for delays in delivery in the event of Force Majeure, action by any governmental, natural disasters, or any condition beyond the control of the publisher affecting production. Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract.

Payment terms: Net 30 days. In the event that an advertiser wishes to cancel any booking it shall notify IEB Media in writing. The compensation fee is 100% of the total value of the cancelled advertisement where notice of cancellation is received by IEB Media after the ad close date of an issue.

If any artwork, copy, image, design and/or hyperlinks for Ads that are proprietary to or delivered by the advertiser to IEB Media are not received by the IO start date, IEB Media will not begin the applicable campaign. If Advertising Materials are late, IEB Media is not required to guarantee full delivery of the IO.

Expert Insights: The inside view from our industry partners

ABC Company: Edge computing and the connected factory of tomorrow



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John Doe, is CTO of ABC company
www.abccompany.com

Expert Insights advertorial

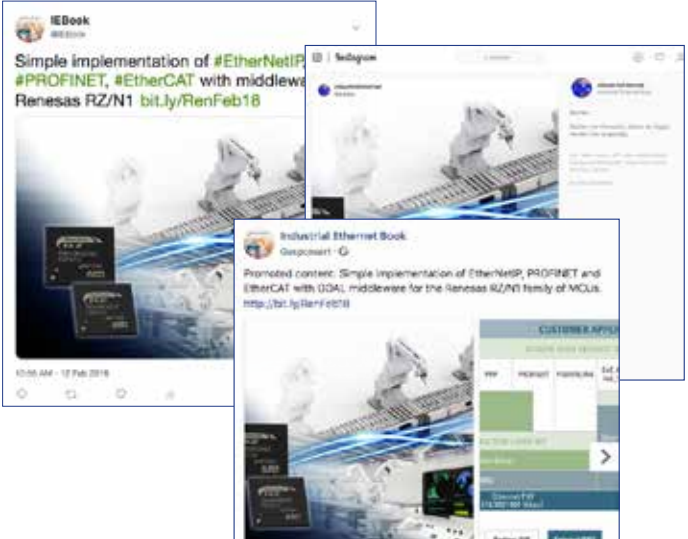


Personal, portable power supplies for you

ANALOG DEVICES

PREPARING FOR TSN DOESN'T MEAN HAVING TO WAIT FOR IT

Reader contest sponsorship



IEBook

Simple implementation of #EtherNetIP, #PROFINET, #EtherCAT with middlewares
Renesas RZ/N1 bit.ly/RenFeb18

Industrial Ethernet Book
Gaspoint

Promoted contest: Simple implementation of EtherNet/IP, PROFINET and EtherCAT with IOA, middlewares for the Renesas RZ/N1 family of MCUs.
http://bit.ly/RenFeb18

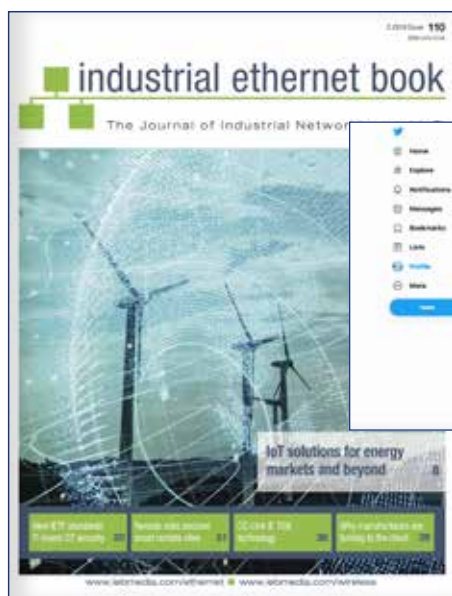
Social media promotion

The Industrial IoT authority

In the late 1990's the automation industry started its journey toward the smart factory, and Industrial Ethernet Book was there right from the beginning.

We covered Industry 4.0, Smart Factory and Industrial Internet of Things concepts, although these terms were not yet invented then. Forward looking plant managers and network administrators turned to Industrial Ethernet Book for an in-depth understanding of how these technologies would impact their work. This is what we continue to do today. We provide the information resources for OT and IT professionals to make the most out of the latest advances in network communication technology.

We distribute the journal internationally to highly qualified subscribers, a targeted circulation profile which we have built up over many years.



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