2017 ADVERTISING KIT
Connecting the Robotics Community

CONTACT
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OVERVIEW

Robotics Online (www.robotics.org) is the official website of the Robotic Industries Association (RIA) and the global resource dedicated solely to the robotics industry. Robotics Online provides information and education to assist engineers, managers and executives apply and justify robotics and automation technologies. The site includes an industry directory with a search engine function, plus informative articles, daily news updates, case studies, technical papers, event calendar, job openings, an “Ask the Experts” forum, and much more.

OUR ADVERTISING AND SPONSORSHIP PACKAGES GIVE YOU AN OPPORTUNITY TO:

• Increase brand visibility within the industry
• Promote new products, technologies, and services
• Position your company as a vision expert
• Capture valuable sales leads
• Stand out from your competitors
AUDIENCE PROFILE

Robotics Online – your #1 online resource for robotics. Robotics uses the latest technologies to maximize SEO and will improve the volume and quality of traffic to your website from top search engines. Our audience reaches over 500,000 unique visitors each year from all over the world. Robotics Online experienced record breaking traffic in 2016!

E-NEWSLETTER

Robotics and automation professionals stay informed and up-to-date on the vision industry with our Robotics Online E-Newsletters. RIA’s E-Newsletters highlight featured articles, important industry news, new products, videos, case studies and upcoming events, all featured on Robotics Online. E-Newsletters are sent once per month to over 30,000 qualified robotics and automation buyers who have opted in to receive the latest news from RIA.

WEBINAR SERIES

RIA Webinars provide free, educational content to audiences all over the globe. Companies can present and/or sponsor a webinar in order to showcase their expertise in the industry, increase brand visibility and capture valuable sales leads to build relationships with a targeted audience. A typical webinar audience includes 200-350 robotics and automation professionals.
## 2017 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>January</td>
<td>2017 Preview - A Sneak Peek at the Topics Covered This Year</td>
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<tr>
<td>February</td>
<td>Automate 2017: A Preview</td>
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<td>March</td>
<td>Education in Robotics</td>
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<td>April</td>
<td>Major Robot Manufacturers</td>
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<td>May</td>
<td>Industry 4.0</td>
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<td>June</td>
<td>Advanced Welding</td>
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<td>July</td>
<td>Entertainment Robots</td>
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<td>August</td>
<td>Mobile Robots and Safety</td>
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<tr>
<td>September</td>
<td>Robotics in Aerospace</td>
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<tr>
<td>October</td>
<td>Robotic Additive Manufacturing</td>
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<tr>
<td>November</td>
<td>Healthcare Robotics</td>
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<tr>
<td>December</td>
<td>“Boring” Robots</td>
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DISCOUNTED PACKAGES

Take advantage of steep discounts and comprehensive exposure with discounted advertising packages. Packages are scheduled within a 12-month period.

ULTIMATE POWER PACKAGE

Promote your company and products and gain quality leads with our most comprehensive marketing program. This package features twelve months of targeted exposure with a variety of ads, product promotions, newsletter email blast and a webinar opportunity with direct leads.

Cost: $15,200
Valued at $24,925

- Four (4) months of Home Page Banner Ads ($3,980 value)
- Eight (8) months of Internal Banner Ads ($7,160 value) - rotates on all internal pages
- Four (4) Feature Product Ads ($4,380 value) – listed on Home Page & E-Newsletter with two links – one to your company’s website and one to the product’s page on Robotics Online
- Eight (8) Internal Button Ads ($4,960 value)
- One (1) Newsletter Spotlight Ad ($945 value) – Emailed to over 20,000 opt-in subscribers and remains on the Robotics Online archive
- One (1) Webinar Sponsorship ($3,500 value) – Receive all leads with contact information for a full year for the webinar you sponsor

PREMIUM POWER PACKAGE

Increase brand awareness and lead generation through a strategic combination of advertising and webinar sponsorship.

Cost: $8,995
Valued at $14,140

- Two (2) months of Home Page Banner Ads ($1,990 value)
- Two (2) months of Internal Banner Ads ($1,790 value) – rotates on all internal pages
- Four (4) Feature Product Ads ($4,380 value) – listed on Home Page & E-Newsletter with two links – one to your company’s website and one to the product’s page on Robotics Online
- Four (4) Internal Button Ads ($2,480 value)
- One (1) Webinar Sponsorship ($3,500 value)

PRODUCT POWER PACKAGE

Gain exposure to your products and services with our Featured Product Ads and Button Ads.

Cost: $6,995
Valued at $11,145

- Six (6) Feature Product Ads ($6,570 value) – listed on Home Page & E-Newsletter with two links
- Four (4) Internal Button Ads ($2,480 value)
- One (1) Home Page Spotlight Ad ($2,095 value)
INDIVIDUAL AD OPTIONS

HOME PAGE BANNER ADS

Do you want your company to be the first thing your prospects see as they visit Robotics Online? These ads are located across the top of the Robotics Online home page and link to your company website.

Home Page Banner Ads rotate with each page refresh.
Maximum of five slots available each month.
Size: 728x90   Cost: $995

INTERNAL BANNER ADS

Be seen on all Robotics Online internal pages! With this significant site real estate and high frequency, these banner ads receive maximum impressions and clicks and rotate with each page refresh.

Maximum of five slots are available each month.
Size: 728x90   Cost: $895
**BUTTON ADS**

Utilize these popular advertising tools to publicize special messaging, brand awareness, products or event marketing. Available on the internal pages, these rotating ads will be sure to provide you with maximum brand exposure. Maximum eight slots available per month.

**Size:** 150x150  
**Internal Pages:** $620

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**FEATURED PRODUCT ADS**

Promote your latest products and services to your target audience. Showcased on the home page and the RIA monthly newsletter, these ads link to your very own unique product page on Robotics Online. The product page features a “Request for Quote” section which is a great source of quality leads! Maximum of 10 slots are available per month.

- **1-5 ads:** $1,095 each  
- **6-10 ads:** $995 each  
- **11-15 ads:** $750 each
HOMEPAGE SPOTLIGHT AD

Be featured prominently on the Robotics Online home page with our new spotlight ad. You’ll get maximum exposure on the home page. These ads have a limit of 2 per month.

Size: 403x252  
Cost: $2,095 (Exclusive spot)

RIA E-NEWSLETTER ADVERTISING

The Robotic Industries Association monthly E-newsletter is distributed to over 30,000 highly targeted customers. With a dedicated readership, this popular newsletter receives excellent open rates and visibility. The 2017 editorial calendar can be found on page 3 of this kit. Members are allowed a maximum purchase of six (6) spotlight ads per calendar year.

E-Newsletter Spotlight Ad: $945  Size: 600x125  
E-Newsletter Sponsorship (logo & link): $745

ROBOTIC RESOURCES PAGE FEATURED AD

The RIA Robotic Resources is the premier resource for industrial robotics news and information, conveniently available online 24/7.

Cost: $695 (Exclusive spot)
WEBINAR SPONSORSHIPS

Showcase your leadership in the robotics and automation industry and gain hundreds of quality leads!

RIA webinars are a great way to attract targeted leads and promote presenters and sponsors as robotic automation leaders. By sponsoring an RIA educational webinar, your company will receive brand acknowledgment, point-to-point contact with a targeted audience, and promotion throughout Robotics Online and the RIA E-Newsletter. Sponsors can expect an average of 200-350 leads per webinar.

SPONSOR A WEBINAR

Sponsor a webinar topic that has already been scheduled. You can choose from the list of webinar topics found in our Webinar Calendar on page 9.

Cost: $3,500 per webinar

EXCLUSIVE WEBINAR SPONSOR

Companies may propose a non-commercial webinar topic and purchase an exclusive sponsorship. With an exclusive sponsorship, the presenter does not share the sponsorship with other companies, so your logo alone would appear in all the pre-webinar marketing and in the live presentation. In addition, your company would exclusively receive the list of leads. Be sure to review our Webinar presentation guidelines for a full list of rules / regulations of presenting an RIA webinar as these do apply for sole sponsorships as well.

Cost: $7,000 for exclusive webinar sponsorship

Webinar sponsorships are filling up quickly. To reserve your spot today, contact Jim Hamilton at jhamilton@a3automate.org or call 734-994-6088.
WEBINAR SPONSORSHIP BENEFITS

Pre webinar
• Your logo and link on all RIA promotional emails before the webinar
• Your logo and link on Robotics Online pages building up to the webinar
• Your logo and link on at least one Robotics Online E-Newsletter prior to the webinar date – sent to over 30,000 subscribers

During the webinar
• Company logo / info on sponsor Welcome slide at the beginning of the webinar
• Opportunity to include content (video or images) pertaining to the topic
• Verbal recognition and company description during the webinar

Post webinar
• Pre-registration and attendee contact list for the webinar– average of 200-350 leads per webinar!
• Logo and link on Robotics Online archive page for the webinar
• Logo and link on post-webinar thank you email to attendees

2017 WEBINAR SCHEDULE

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<thead>
<tr>
<th>MONTH</th>
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<tbody>
<tr>
<td>January 12</td>
<td>Robot 101</td>
</tr>
<tr>
<td>February 9</td>
<td>Collaborative Robot Update</td>
</tr>
<tr>
<td>March 9</td>
<td>Robot ROI</td>
</tr>
<tr>
<td>April 13</td>
<td>Automation Trends over the Next Five Years</td>
</tr>
<tr>
<td>May 4</td>
<td>How to Successfully Implement Robotics in Your Industry</td>
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<tr>
<td>May 25</td>
<td>Certified Integrator Webinar</td>
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<tr>
<td>June 22</td>
<td>Robotic Welding Tools, Tricks, Accessories and End of Arm Tools</td>
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<td>July 20</td>
<td>Vision Guided Robotics</td>
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<td>August 10</td>
<td>Robot Safety Standards Update</td>
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<td>September 7</td>
<td>Robotic Simulation Software</td>
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<tr>
<td>October 12</td>
<td>Connecting your Factory to Robotics</td>
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<td>November 9</td>
<td>Mobile and Autonomous Robots Update</td>
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## ORDER FORM

### Discounted Advertising Packages

- **Ultimate Power Package**
  - Cost: $15,200 per year
  - $\underline{\phantom{0}}$

- **Premium Power Package**
  - Cost: $8,995 per year
  - $\underline{\phantom{0}}$

- **Product Power Package**
  - Cost: $6,995 per year
  - $\underline{\phantom{0}}$

### Individual Ad Options

- **Home Page Banner Ad(s)**
  - Rate: $995 per unit x ____ months = $\underline{\phantom{0}}$

- **Internal Banner Ad(s)**
  - Rate: $895 per unit x ____ months = $\underline{\phantom{0}}$

- **Internal Button Ad(s)**
  - Rate: $620 per unit x ____ months = $\underline{\phantom{0}}$

- **Featured Product Ad(s)**
  - Rate: $1,095 per unit x ____ months = $\underline{\phantom{0}}$

- **Home Page Spotlight Ad(s)**
  - Rate: $2,095 per unit x ____ months = $\underline{\phantom{0}}$

- **Robotics Resources Page Featured Ad(s)**
  - Rate: $695 per unit x ____ months = $\underline{\phantom{0}}$

**Preferred month(s) for ad placement:**

- **E-Newsletter Spotlight Ad(s)**
  - Rate: $945 per unit x ____ months = $\underline{\phantom{0}}$

  *(Maximum of six spotlight ads can be purchase per calendar year)*

- **E-Newsletter Sponsorship**
  - Rate: $795 per unit x ____ months = $\underline{\phantom{0}}$

**Preferred month(s) for newsletter ad placement:**

### Webinar Sponsorships

- **Webinars (1-5 sponsorships)**
  - Rate: $3,500 x ____ sponsorships = $\underline{\phantom{0}}$

- **Webinars (6-12 sponsorships)**
  - Rate: $3,000 x ____ sponsorships = $\underline{\phantom{0}}$

- **Sole Sponsorship**
  - Rate: $7,000 x ____ sponsorships = $\underline{\phantom{0}}$

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All ads are placed on a first come, first served basis. All rates are Net.

**TOTAL COST** $\underline{\phantom{0}}$
ORDER FORM CONTINUED

COMPANY INFORMATION
Name: 
Title: 
Company: 
Address: 
City/State: 
Zip/Postal Code: 
Country: 
Telephone: 
Fax: 
Email address: 

I am authorized to execute this advertising contract on behalf of the company above. I understand that all advertising must be paid in full in advance of campaign start date.

Signature: 
Date: 

Total Cost of Advertising (NET): $

PAYMENT INFORMATION
Enclose a check or money order payable to Association for Advancing Automation in U.S. funds drawn from a U.S. bank, or pay conveniently with credit or wire transfer.

Payment Options: 
☐ Credit Card  ☐ Check Enclosed  ☐ Send Invoice, PO #
Cards accepted: 
☐ MasterCard  ☐ VISA  ☐ American Express  ☐ Discover
Card Number: 
Expiration Date: 
Security code: 
Name on Card: 
Authorized Signature: 

SUBMISSION INSTRUCTIONS
Submit to Jim Hamilton via E-Mail, Fax or Postal Mail. For more information, call 734-994-6088.
Fax: 734.994.3338
E-mail: jhamilton@a3automate.org
Postal Mail: 900 Victors Way, Suite 140, Ann Arbor, Michigan 48108