2018 ADVERTISING KIT
Connecting the Robotics Community

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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.
## 2018 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>Artificial Intelligence</td>
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<td>February</td>
<td>Co-Robotics</td>
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<td>March</td>
<td>Service Robots</td>
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<td>April</td>
<td>The Robot Makers</td>
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<td>May</td>
<td>Gripper Technology</td>
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<td>June</td>
<td>Robots and Cyber Security</td>
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<td>July</td>
<td>Robots that Feel</td>
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<td>August</td>
<td>Robot Safety</td>
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<tr>
<td>September</td>
<td>Robot Programming</td>
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<tr>
<td>October</td>
<td>Future of Robotics</td>
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<tr>
<td>November</td>
<td>Surgical Robotic Technology</td>
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<tr>
<td>December</td>
<td>Robots for Hire</td>
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</tbody>
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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.

- 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

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

**PREMIUM POWER PACKAGE**

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

- 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)

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

**PRODUCT POWER PACKAGE**

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

- 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)

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

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

2018 WEBINAR SCHEDULE

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<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>January 11</td>
<td>Applying Artificial Intelligence and Machine Learning in Robotics</td>
</tr>
<tr>
<td>February 22</td>
<td>Collaborative Robot Update</td>
</tr>
<tr>
<td>March 8</td>
<td>Robotics in Retail</td>
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<tr>
<td>March 29</td>
<td>Becoming a Certified Robot Integrator</td>
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<tr>
<td>April 26</td>
<td>What Industry 5.0 Will Look Like</td>
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<tr>
<td>May 24</td>
<td>Building Better End Effectors</td>
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<tr>
<td>June 14</td>
<td>Latest Trends in Factory Automation Systems</td>
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<td>July 19</td>
<td>Robot Safety Standard Update</td>
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<tr>
<td>August 23</td>
<td>Launching Multiple Robots in Program Automation</td>
</tr>
<tr>
<td>September 20</td>
<td>Robotics in Aerospace Automation</td>
</tr>
<tr>
<td>October 25</td>
<td>Guiding Robots Using Machine Vision</td>
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<tr>
<td>November 15</td>
<td>Update in Bin Picking Using Robotics</td>
</tr>
<tr>
<td>December 13</td>
<td>Robotic Path Planning</td>
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ORDER FORM

Discounted Advertising Packages

☐ Ultimate Power Package  Cost: $15,200 per year  $__________
☐ Premium Power Package  Cost: $8,995 per year  $__________
☐ Product Power Package  Cost: $6,995 per year  $__________

Individual Ad Options

☐ Home Page Banner Ad(s)  Rate: $995 per unit  x _____ months  =  $__________
☐ Internal Banner Ad(s)  Rate: $895 per unit  x _____ months  =  $__________
☐ Internal Button Ad(s)  Rate: $620 per unit  x _____ months  =  $__________
☐ Featured Product Ad(s)  Rate: $1,095 per unit  x _____ months  =  $__________
☐ Home Page Spotlight Ad(s)  Rate: $2,095 per unit  x _____ months  =  $__________
☐ Robotics Resources Page Featured Ad(s)  Rate: $695 per unit  x _____ months  =  $__________

Preferred month(s) for ad placement: ____________________________

☐ E-Newsletter Spotlight Ad(s)  Rate: $945 per unit  x _____ months  =  $__________

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

☐ E-Newsletter Sponsorship  Rate: $795 per unit  x _____ months  =  $__________

Preferred month(s) for newsletter ad placement: ____________________________

Webinar Sponsorships

☐ Webinars (1-5 sponsorships)  Rate: $3,500 x _____ sponsorships  =  $__________
☐ Webinars (6-12 sponsorships)  Rate: $3,000 x _____ sponsorships  =  $__________
☐ Sole Sponsorship  Rate: $7,000 x _____ sponsorships  =  $__________

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

TOTAL COST  $__________
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