Control.com is the premier Social Media site in Industrial Automation today.

First and Largest
Started as an email list in 1994, Control.com has grown to the largest forum for automation professionals in the world. Each day, thousands of working engineers rely on Control.com for peer contact, problem-solving, product advice, and stimulating discussion on the technical and workplace issues they face.

Designed for Working Professionals
The reason for Control.com’s popularity is simple – it was designed to meet the needs of the engineers who use it. Its simple format, topical organization and customization options make it a practical working tool for daily information exchange. In an era where travel budgets are constrained or nonexistent, Control.com provides the vital contact with experienced fellow professionals that every engineer needs.

Moderated to Maintain Quality
Each message posted to the forum is moderated by a Technical Writer to maintain the quality and tone of the forum. Whether to tone down the occasional flame-war, remove aggressive selling messages or, in some cases, simply to assist non-English speakers in getting their points across, the result is a generally higher level of discussion than is found in open forums.

The moderator also classifies each post into one or more topical areas, and decides if it meets the criteria for one of our sponsored communities, in each case helping users find the subject matter that interests them.

It’s a Community
Perhaps it’s not surprising that, after years of such interaction, a true community dynamic has emerged on Control.com. Site members go out of their way to help other members, putting time and effort into their interactions on the site. This depth of engagement brings a dimension of credibility and value to the site. The voice the user hears on Control.com is the voice of fellow engineers, working on similar issues in similar environments.

A Credible Venue
This peer-to-peer interaction on Control.com builds a relationship of trust and reliance among those using the site. It has become a valued, daily information resource for a generation of automation professionals. This is reflected in the exceptional 7/10 Google ranking held by Control.com, as well as in the leadership position we hold in user activity. Read on to learn more about the World’s Largest Automation Forum.
One Million Pages, 250,000 Unique Visitors per Month
With over 1,000,000 pages served each month – an annual rate of over 3 Terabytes of information – Control.com brings a wealth of opportunities to reach your market.

The immense popularity of the Control.com forum translates into a dynamic, widespread demographic covering the developed and developing world. Although for obvious reasons English-speaking markets are most heavily represented with the United States accounting for the highest number of page views, virtually every country with meaningful industrial activity finds itself among our constituency.

Depth and Growth
Not only is Control.com popular, it’s still growing. With over 38,000 threads containing 160,000 messages in our archive, all deeply indexed by the major search engines, we receive a constant influx of engineers researching solutions.

Each month, Control.com adds hundreds of new registered members; each day our users post an average of 30 new messages. This remarkable level of activity ensures that Control.com will remain the world’s largest and most dynamic automation forum.

Focus on Problem-Solving
Users on Control.com are actively involved in the application of industrial automation technologies. This is apparent from the nature of the discussions on the site, which fall broadly into three categories:

- **Problem-solving** – resolving technical issues causing problems in specific installations.
- **Product-sourcing** – advice on products or technologies that may be employed for new applications or to resolve issues in existing applications.
- **Education** – questions relating to industrial automation technologies and general engineering topics.

This emphasis is also reflected in the titles of the members who use our site, predominately engineering, technical and management titles. These working professionals value Control.com as a research tool and rich technical resource. They are among the most engaged in their field in a era when more opinion leaders are found online than behind podiums.

Figures cited are through September 2011.
Great Positions + No Clutter = Best Results

A hallmark of the Control.com site is its clean design, with a limited number of competing ad positions per page. This translates into high visibility and high impact for your message – all ad positions are immediately visible without scrolling when the page is loaded.

The site features two primary page designs:

- **Entry/Topic Pages** – this design contains just two ad positions: **Leaderboard** and **Wide Skyscraper**. Topic pages are filtered displays of the most recent posts in a given topical area (see below).

- **Thread Pages** – in addition to the **Leaderboard** and **Wide Skyscraper**, a **Boombox** position is available which intrudes into the message display area.

**Guaranteed Impressions**

Unlike some sites, Control.com sells ad space on the basis of impressions delivered, rather than on a fixed rotation basis. This means that you’re guaranteed the visibility for which you’re paying, regardless of varying traffic on the site.

In fact, since our practice is to automatically provide our customers with free bonus impressions when we have unsold slots, Control.com advertisers typically see a higher level of activity than that for which they contract.

**Topic Focus**

Every message posted on Control.com is assigned by our moderators to one or more topical areas, based on the message content. Advertisers can elect to have their ads appear only on Topic and Thread pages relating to one or more of our standard topics:

- Applications
- Business
- Communications
- Engineering
- HMI
- Information
- Languages
- Motion Control
- Networking
- Open Control
- PCs
- PLCs
- Power Generation
- Process Control
- Sensors
- Software

These topics are available on a first-come, first-served basis, as the total number of impressions in each topic are limited.
Additional Options for Reaching your Constituency

Text-based Ad Options
For advertisers wishing to supplement their campaigns with text-based ads, similar in nature to Google’s AdWords, Control.com offers the Mini-Text ad. These ads, consisting of a short headline, several lines of body text and a link (which can be labeled with text other than the target web address), appear in the Wide Skyscraper position in groups of five.

Mini-Text ads are an inexpensive way to drive more traffic to your website, while carrying short, tightly-focused messages to your market.

Email-based Text Ads
Forum members can choose to have select messages, or even every message, posted on the forum delivered to them via email. Each day, thousands of these messages go out to opt-in subscribers, and these can carry your message and link to further increase your visibility.

Syndication: The Nuclear Option
Is there a topic or technology you want to own? Do you want to develop a strategic approach to incorporating social media in your company’s website? If so, talk with us about syndication, a powerful method for developing an instant constituency.

How it Works
Syndication forges a tight linkage between a customized community we set up as part of the Control.com forum and your company’s website.

First, we set up a community on Control.com, working with you to define the identity and topical scope. For instance, if your company is emphasize OPC-based products, the community might be an OPC forum.

We work with you to develop moderation criteria to determine which of the thousands of messages coming into Control.com appear in your new forum. As part of this process, we select past messages meeting your selection criteria to instantly populate the forum.

Bringing Social to Your Website
Here’s where it gets interesting. As part of the syndication package, we set up an automated feed of messages (using RSS technology) to appear on your company’s website. Whenever a new message is posted on Control.com that meets your criteria, that message automatically appears in the forum stream on your own site.

Your website then has a constantly refreshed source of user-generated social content. Your users can seamlessly interact with this message stream, posting new messages and responding to existing threads, and their messages are read by our hundreds of thousands of readers who can respond and help with their problems.

The chicken-or-egg dilemma of creating a new social media site is resolved. No one likes to post to a dead forum, and yet a forum remains dead until lots of people post to it. Syndication gives you instant activity, and a ready audience that is the largest in the automation community today.

To learn more about syndication and how it can work to meet your strategic goals, contact your Control.com representative today or email us at sales@control.com.
The Fine Print

Terms and Conditions
Each Insertion Order constitutes a binding order for paid advertising, subject to acceptance by Nerds in Control, LLC (NiCLLC). These Terms and Conditions, together with the Insertion Order, constitute the entire agreement between the Advertiser and NiCLLC with respect to the advertisement(s) covered by the Insertion Order (the “Advertisements”).

License
The Advertiser hereby grants to NiCLLC a worldwide, non-exclusive, royalty-free license during the term of this Agreement, to use, transmit, publicly display, publicly perform, digitally perform, store, copy and distribute the Advertisements, including, but not limited to, any of the Advertiser’s trademarks and logos that are contained in the Advertisement.

Payment
The Advertiser agrees to pay all fees, agency commissions, and taxes related to the placement of Advertisements on the Control.com web site. Payments are due within 30 days of the date of invoice. NiCLLC may hold the Advertiser and its advertising agency jointly and severally liable for any monies that are due and payable to NiCLLC under the Insertion Order.

Acceptance and Placement
NiCLLC may accept or reject any Insertion Order in whole or in part. If NiCLLC accepts an Insertion Order, NiCLLC will use diligent efforts to place the Advertisement requested thereby on the Control.com web site as specified in the Insertion Order. In the event that NiCLLC is unable to place the Advertisements as set forth in the Insertion Order, NiCLLC will provide the Advertiser with comparable placement on the Control.com web site, within 30 days thereafter. Notwithstanding the foregoing, NiCLLC reserves the right, in its sole discretion, to revise, or remove, or to require Advertiser to revise, any or all of the Advertisements if NiCLLC reasonably believes that such Advertisements violate any of the Advertiser’s representations under this Agreement, or fail to conform to any policy of NiCLLC. If NiCLLC is unable to place the Advertisements in accordance with the description in the Insertion Order because of any act or omission by the Advertiser or the Advertiser’s agents, NiCLLC will still be entitled to full and timely payment of all fees relating to such Advertisements.

Indemnity
The Advertiser agrees to indemnify, defend, and hold harmless NiCLLC and each of its respective shareholders, officers, employees, and agents, from and against any and all losses, liabilities, injuries, damages, attorney’s fees, and other costs and expenses incurred in connection with any breach of the Advertiser’s representations under the Insertion Order.

Limitation of Liability
NiCLLC’s liability in connection with the Insertion Order and the publication of Advertisements thereunder will be limited to the fees paid by the Advertiser under the Insertion Order. IN NO EVENT WILL NiCLLC BE LIABLE TO ADVERTISER FOR ANY LOST REVENUE OR PROFITS, OR ANY INCIDENTAL CONSEQUENTIAL, SPECIAL, OR PUNITIVE DAMAGES ARISING OUT OF THE INSERTION ORDER OR ITS TERMINATION.

Termination
The Advertiser may not cancel or terminate any Insertion Order without the prior written consent of NiCLLC. NiCLLC may immediately terminate the Insertion Order and remove the Advertisements from the Control.com web site if NiCLLC reasonably believes that such Advertisements violate any of the Advertiser’s representations under the Insertion Order or fail to conform to any NiCLLC policy regarding advertising. All fees and other charges for Advertisements placed through the date of termination will be due and payable upon termination.

Publicity
Neither party will make any public statement, press release, or announcement relating to the terms of the Insertion Order or any confidential information disclosed hereunder (including without limitation any non-public information learned about the other party) without the prior written consent of the other. In the event that either party, on advice of counsel, determines that it is required to disclose the terms of the Insertion Order to any governmental entity, it will provide the other with a copy of the intended disclosure no less than three (3) business days prior to such disclosure.

Force Majeure
NiCLLC’s inability to perform any of its obligations under the Insertion Order due to any cause beyond NiCLLC’s control will not constitute a breach of the Insertion Order, and NiCLLC’s obligations under the Insertion Order will be suspended during the period during which any such event continues.

Miscellaneous
The Insertion Order will be governed by the laws of the Commonwealth of Massachusetts without regard to its conflicts of laws provision. If any term of the Insertion Order is found to be void or unenforceable to any extent or for any reason, all remaining terms and provisions of the Insertion Order will remain in full force and effect. The Advertiser may not assign this Insertion Order and/or any of its rights or obligations hereunder without the prior written consent of NiCLLC (which will not be unreasonably withheld) and any such attempted assignment will be void. The Insertion Order will be binding upon the parties and their respective successors and permitted assigns.
Ad Specifications

File type: JPEG or GIF (including animated GIFs)
File size: 200K maximum

Dimensions:
Leaderboard: 728 pixels wide x 90 pixels high
Skyscraper: 175 pixels wide x 600 pixels high
Boombox: 336 pixels wide x 280 pixels high

A working URL must be supplied as the target for each ad.

Note: Control.com does not post ads with cycle rates or animation modes that are irritants to our community or our visitors. We can work with you to design an effective Web ad with acceptable cycle rates and animation.

Reporting
Each customer receives a password-protected site with dynamic reporting of ad results for all their Control.com activity. Export to spreadsheet-compatible format is also provided.

Let Us Work with You...
...to develop an effective campaign on Control.com. We’ll help you select appropriate options, analyze impression availability, and provide you with an attractive and cost-effective package to meet your marketing goals.

for more information, contact us at sales@control.com