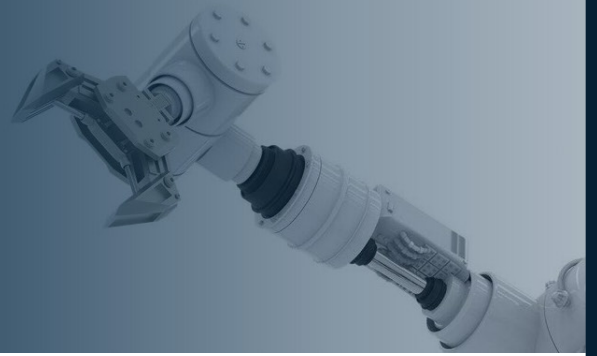


**AS THE WORLD AUTOMATES,
WILL THEY FIND YOU?**

Get the leads you need with A3 Advertising



Online Advertising Technical Specifications

Specifications for all available ad types are listed on the following pages.

**Ad examples can
be viewed here:**

www.automate.org/advertising/advertising-examples

**Submit assets
using this form:**

www.automate.org/ad-asset-form

**Download the
Media Kit here:**

www.automate.org/media-kit

**Questions?
Contact us at:**

webmaster@automate.org

Ad Name:

Materials Needed:

Top Leaderboard

- ◆ 970x90 image (JPG/PNG/GIF)
- ◆ Ad URL

Button Ads

- ◆ 300x150 image (JPG/PNG/GIF)
- ◆ Ad URL

Featured Products

- ◆ 300x300 product image with company logo included (JPG/PNG)
- ◆ Ad URL
- ◆ 40 character title of product
- ◆ 80 character product description

Spotlight Ads

- ◆ 300x250 image (JPG/PNG/GIF)
- ◆ Ad URL

Website Skyscraper

- ◆ 160x600 image (JPG/PNG/GIF)
- ◆ Ad URL

Slide-In

- ◆ 300x600 image (JPG/PNG/GIF)
- ◆ Ad URL

Expandable Page Peel

- ◆ 400x350 image (JPG/PNG)
- ◆ Ad URL

Ad Name:

Materials Needed:

Amazing Cube

- ◆ 300x250 of up to 6 images (including a title for each image) (JPG/PNG)

Video Follow Ad

- ◆ Link to video is needed

In-Story Ribbon

- ◆ 600x200 image (JPG/PNG/GIF)
- ◆ Ad URL

eNewsletter Logo

- ◆ 250 pixels wide image (JPG/PNG)
- ◆ Ad URL

eNewsletter Skyscraper

- ◆ 150x600 image (JPG/PNG)
- ◆ Ad URL

Whitepaper Download Ad

A3 will create a landing page/download form for users to access your whitepaper using the information requested below.

- ◆ 300x150 pixel image (button ad) of whitepaper
- ◆ Whitepaper Title
- ◆ Short description of the Whitepaper (limit to two or three paragraphs)
- ◆ Related image – minimum width: 300 px (this image will be placed on your download landing page/form, JPG or PNG files accepted)
- ◆ Company logo – minimum width: 250 px (JPG or PNG files accepted)
- ◆ Company logo URL (provide the destination URL for your company logo; if no URL is provided we will link to your AUTOMATE.ORG Company Profile page)
- ◆ ****REQUIRED**** Accompanying Button Ad - 300 pixels (width) x150 pixels (height), THIS IS HOW USERS WILL FIND YOUR WHITEPAPER DOWNLOAD LANDING PAGE. It will be posted on the website and featured in the eNewsletter and will link to the whitepaper download landing page.
- ◆ Whitepaper (PDF file)

Landing page/download form example:

<https://a3content.automate.org/whitepaper-download-brought-to-you-by-company-name>

Ad Name:

Custom A3 Newsletter

Materials Needed:

- ◆ “From” Name (cannot be an email address)
- ◆ 4–5 word subject line
- ◆ Completed HTML file – In the HTML file, please make sure the image paths are complete and include the domain name. Here is an example: ``
- ◆ Please also make sure that all images with text have an alt tag if relevant to the message
- ◆ Preview/Pre-header text should be included in HTML file.
- ◆ Maximum width of email: 600 pixels
- ◆ If email is to be mobile responsive, that code must be included in the HTML file
- ◆ We will not modify the HTML file you provide other than to add our standard footer. If the email is not displaying as intended you will be responsible for providing a new file
- ◆ Plain TEXT file (*.txt) — The text file cannot have images. Any hyperlinks need to be typed out in full
- ◆ For example <http://www.yourdomain.com/>, not just [yourdomain.com](http://www.yourdomain.com/) or www.gartner09show.com
- ◆ Test email address(es) — Include all email addresses that should receive the email draft. If there will be more than one reviewer, please indicate which one will give final approval to deploy

Ad Name:

Thought Leaders Newsletter

- ◆ Name
- ◆ Title
- ◆ Headshot
- ◆ Bio
- ◆ Q&A (via a form we will email, once a contract is signed)

Companies Driving Automation Newsletter

- ◆ High resolution logo
- ◆ Company website
- ◆ One sentence company description
- ◆ A maximum of 3 links to the desired content/videos.
- ◆ We will provide a form to submit once a contract is signed

Blogs

- ◆ Submit a maximum of 800 words via a form we will provide once a contract is signed

Surveys

- ◆ Please contact Jim Hamilton, Vice President of Sales, at jhamilton@automate.org for more details

Exclusive Webinar

- ◆ Headshot of presenter(s)
- ◆ 300x200 and 200x260 sizes of promotional image for webinar
- ◆ High-resolution logo