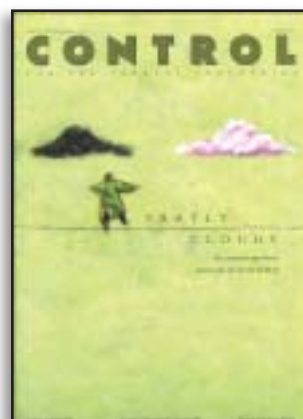
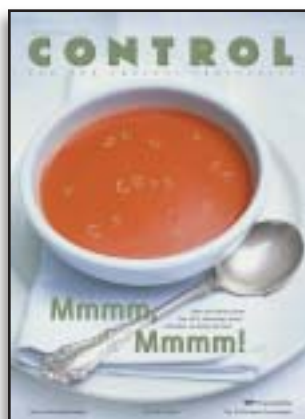


# CONTROL

F O R T H E P R O C E S S I N D U S T R I E S

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WWW.CONTROLMAG.COM

# CONTROL

## 2004 EDITORIAL CALENDAR

		January	February	March	April
EDITORIAL TOPICS	<b>Closing Dates:</b>	Ad Closing: 12/3 Material Due: 12/10	Ad Closing: 1/5 Material Due: 1/12	Ad Closing: 2/3 Material Due: 2/10	Ad Closing: 3/3 Material Due: 3/10
	<b>Cover Story</b>	12th Annual Readers' Choice Awards	Process Automation Hall of Fame	Controls/Enterprise Integration	The Engineering Brain Drain
	<b>Controllers &amp; Control Systems</b>	Control System Migration	Fieldbus & Device Networks	Round-Up: Power Supplies & Controllers	Programmable Logic Controllers
	<b>Software &amp; Information Systems</b>	PLC Programming/ Device Support	Round-Up: HMI Hardware & Software	Asset Management	Supervisory Control
	<b>Primary Process Measurements</b>	Round-Up: Flow Instrumentation	Level	Temperature/ Pressure	Flow
	<b>Analytical Instrumentation</b>		Tubings & Fittings		Round-Up: Process Analyzers
	<b>Final Control Elements</b>	Drives & Motor Controls		Valves & Actuators & Positioners	
	<b>Instrumentation Peripherals</b>	Enclosures & Industrial Computers	I/O Systems & Terminal Blocks	Field Calibrators	Recorders/ Data Acquisition
	<b>Show Preview</b>	National Mfg. Week Chicago, Feb. 23-26	Interphex New York, Mar. 16-18 Pittcon Mar. 16-18, Chicago		World Batch Forum Chicago, May 16-19
MARKETING BONUSES	<b>Bonus Distribution</b>	National Mfg. Week	National Mfg. Week, Interphex, Pittcon	Interphex Pittcon	World Batch Forum
	<b>Buying Intention Report</b>	Analyzers	Software	Flow	Controllers (including PLC, DCS, loop)
	<b>Other Marketing Tools</b>	MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits)
	<b>Supplemental Issues</b>	Industrial Networking			Industrial Networking

2004 Buyer's Guide				
May	2004 Buyer's Guide	June	July	August
Ad Closing: 4/7 Material Due: 4/14	Ad Closing: 4/5 Material Due: 4/12 (mails with May issue)	Ad Closing: 5/3 Material Due: 5/10	Ad Closing: 6/3 Material Due: 6/10	Ad Closing: 7/6 Material Due: 7/12
Supporting Legacy Systems	<b>2004 Buyer's Guide</b> The CONTROL BUYER'S GUIDE provides an excellent atmosphere for long shelf-life advertising exposure. The GUIDE includes a wide array of reference data that users will rely on all year long.  In addition to free company listings in more than 100 different product categories, a variety of enhancements are available ranging from company logos, product descriptions, and Web site hot links. (See rates card or listing form for details.)	14th Annual Salary and Benefits Survey	Architecture Options	Global Trends in Process Automation
PC-Based Control		Loop Controllers	Industrial PCs/ Workstations	Safety Systems
Advanced Control Techniques		Object Architectures	Batch Management	Operator Interface
Round-Up: Level Instrumentation		Round-Up: Pressure Instrumentation	Flow	Level
		Process Analyzers		Tubings & Fittings
Drives & Motor Controls			Round-Up: Valves, Actuators, Positioners	
Enclosures & Industrial Computers		Intrinsic Safety	Weighing & Batching/ Load Cells	Round-Up: I/O & Terminal Blocks
				ISA Expo Houston, Oct. 5-7 WEFTEC New Orleans, Oct. 2-6
World Batch Forum				ISA Expo WEFTEC
Temperature/ Pressure		Level Instrumentation	Operator Interface (includes enclosures, industrial computers)	Final Control Elements (including valves, actuators, drives)
MARKETPLACE (Ad-Lits) Ad Readership Study	Product Profiles Company Logos Hotlinks	MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits)
			Industrial Networking	

<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
Ad Closing: 8/3 Material Due: 8/10	Ad Closing: 9/3 Material Due: 9/10	Ad Closing: 10/4 Material Due: 10/11	Ad Closing: 11/3 Material Due: 11/10
Distributed Intelligence	Collaborative Engineering	Enterprise Asset Management	14th Annual CONTROL Top 50
Data Collection	Distributed Control/ IT Integration	Round-Up: PLCs & Industrial Computers	Distributed Control Systems
Optimization	Simulation & Modeling	Artificial Intelligence	Round-Up: Control Software
Round-Up: Temperature Instrumentation	Flow	Level	Temperature/Pressure
	Process Analyzers		Process Analyzers
Drives & Motor Controls		Valves, Actuators & Positioners	
Calibration Systems	Round-Up: Recorders & Data Acquisition	Intrinsic Safety	Power Quality & Conditioning
Automation Fair Orlando, Oct. 27-28			
ISA Expo, WEFTEC Automation Fair	Automation Fair	Power-Gen	
I/O (including signal conditioners, terminal blocks, intrinsic safety)	Field Calibrators	Recorders/Panel Displays	Transmitters (all variables)
MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits)	MARKETPLACE (Ad-Lits) Harvey AD-Q Study	MARKETPLACE (Ad-Lits)
	Industrial Networking		

# CONTROL

FOR THE PROCESS INDUSTRIES

## 2004 Black/White Advertising Rates

	1x	3x	6x	9x	12x	18x	24x
<b>Two-Page Spread</b>	\$13,995	\$13,885	\$13,700	\$12,695	\$12,535	\$12,235	\$12,100
<b>Full page</b>	\$8,250	\$8,165	\$8,060	\$7,470	\$7,375	\$7,195	\$7,120
<b>Two-thirds page</b>	\$6,695	\$6,565	\$6,490	\$5,995	\$5,670	\$5,545	\$5,490
<b>One-half page island</b>	\$5,885	\$5,765	\$5,685	\$5,280	\$5,200	\$5,095	\$5,040
<b>One-half page</b>	\$5,070	\$4,960	\$4,910	\$4,550	\$4,480	\$4,410	\$4,340
<b>One-third page</b>	\$3,835	\$3,770	\$3,720	\$3,455	\$3,395	\$3,320	\$3,285
<b>One-quarter page</b>	\$2,960	\$2,875	\$2,830	\$2,770	\$2,720	\$2,650	\$2,590

## Color Rates

Four-color page	.....	\$1,745
Four-color spread	.....	\$3,245
Two-color page	.....	\$815
Two-color spread	.....	\$1,525
PMS color page	.....	\$1,570
PMS color spread	.....	\$2,600
Five-color page	.....	\$2,960

## Control Marketplace (Ad-Lits)

1x	.....	\$905
3x	.....	\$890
6x	.....	\$865

Please supply a 4-color digital image or transparency, brief headline, and 50-word description of your product or literature. Marketplace will appear in every regular monthly issue of CONTROL.

## Classified Advertising

### Frequencies available

Copy: Black/white ..... \$155 per inch  
 Column width: ..... 2 3/16"  
 After 1" buyer can purchase space in 1/2" increments

## Special Issue Rates

### Industrial Networking (January, April, July, October)

Page, 4/c	.....	\$7,050
Spread, 4/c	.....	\$11,755
Island half, 4/c	.....	\$4,935
Half, 4/c	.....	\$4,230
Third, 4/c	.....	\$3,210
Quarter, 4/c	.....	\$2,470

5% discount for two-color or black & white creative

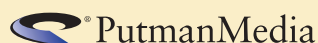
5% premium for 5th color or PMS

Special positions: 15% premium back cover, 10% premium inside front cover, inside back cover, page 3

### Buyer's Guide (December)

Boldface listing (each)	.....	\$20
4/c company logo	.....	\$325
Product Profile (1/8 page)	.....	\$825
Website hotlink (all listings)	.....	\$825

## Contact Information



### Headquarters

555 W. Pierce Road, Suite 301, Itasca, IL 60143

Phone: 630/467-1300, Fax: 630/467-1124

**Keith Larson, Group Publisher,**

klarson@putman.net

**Walt Boyes, Editor-in-Chief/Publisher,**

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**Anetta Gauthier, Production Manager,**

agauthier@putman.net

**Lori Goldberg, Operations Manager,**

lgoldberg@putman.net

### Midwest and Southeast

AL, AR, FL, GA, IA, IL, IN, KS, LA, MI, MN,  
MO, ND, NE, OH, OK, SD, TX, WI, Central  
Canada

**Greg Zamin, Regional Manager,**

gzamin@putman.net

555 W. Pierce Road, Suite 301, Itasca, IL 60143

Phone: 630/551-2500, Fax: 630/551-2600

### Northeast and Mid-Atlantic

CT, DC, DE, KY, MA, MD, ME, NC, NH, NJ,  
NY, PA, RI, SC, VA, VT, WV, Eastern Canada

**Harvey Warren, Regional Manager,**

hwarren@putman.net

10 Marggraff Court, Oradell, NJ 07649

Phone: 201/261-1550, Fax: 201/261-1876

### Western and Mountain

AZ, CA, CO, ID, NT, NM, NV, OR, UT, WA,  
WY, Western Canada

**Laura Martinez, Regional Manager,**

lmartinez@putman.net

218 Virginia, Suite 4, El Segundo, CA 90245

Phone: 310/607-0125, Fax: 310/607-0168

## Shipping Instructions

Shipping labels should specify issue in which ad is to be inserted; please use fastest "traceable" carrier on all printing material. Contracts, insertion orders, proofs, and instructions, all communications, and printing material (except pre-printed inserts) should be sent to:

**Production Manager/Control**

**Putman Media Company**

**555 W. Pierce Road, Suite 301, Itasca, IL 60143**

**Phone: 630/467-1300**

## Ad Format

7-7/8" x 10-1/2" trim; 7" x 10" type page size

### Non-Bleed Space Units

	Width	Depth
Full page	.7"	10"
Two-thirds page	.4-9/16"	10"
One-half page (vertical)	.3-1/4"	10"
One-half page (horizontal)	.7"	4-7/8"
One-half page (island)	.4-9/16"	7-1/2"
One-third page (vertical)	.2-3/16"	10"
One-third page (square)	.4-9/16"	4-7/8"
One-quarter page	.3-1/4"	4-7/8"

### Bleed Space Units

	Width	Depth
Bleed spread half-page, plate size	.16-1/4"	5-3/8"
Bleed spread half-page, trim size	.15-3/4"	5-1/4"
Full-page plate size	.8-1/8"	10-3/4"
Full page trim size	.7-7/8"	10-1/2"
Bleed spread, each plate	.8-1/8"	10-3/4"
Bleed spread trim size	.15-3/4"	10-1/2"
One-third page vertical bleed, plate size	.3"	11"
One-third page vertical bleed, trim size	.2-7/8"	10-3/4"
Gutter bleed spread, each page	.7-1/2"	10"

## Digital Ad Specifications

To take fullest advantage of the quality made possible by our digital (direct-to-plate) workflow, Putman Media recommends that advertising materials be supplied in digital format accompanied by appropriate physical proofs. If proofs are not furnished, reproductive quality is at advertiser's risk. For additional specifications and information, click "Advertise" at [www.controlmag.com](http://www.controlmag.com) or contact Anetta Gauthier, Production Manager, at 630/467-1300, x.371.

**CONTROL**  
FOR THE PROCESS INDUSTRIES