

InTech®



Take advantage
of these great
advertising
opportunities!



ISA EXPO 2009

Be sure your
winning sales
message is
everywhere
attendees look

Setting the Standard for Automation™

What's the best way to increase booth traffic and market awareness?

Be in more than one place at one time—with *InTech's* ISA EXPO Show Package that puts your message in the key publications that ISA EXPO attendees read! Choose from individual publications or combine publications for special discounts and even greater visibility.



***InTech's* ISA EXPO Exchange –** the official daily newspaper of ISA EXPO 2009

One ad, one price, three days of premium exposure.
This is an opportunity you don't want to miss!

Advertising Rates

Ad size	Live Area (inches)	B/W	4-color
Full page	10-1/4 x 14	\$4,995	\$6,995
Junior page	7-1/2 x 10	\$4,595	\$5,995
1/2 page horizontal	10-1/4 x 7	\$3,595	\$4,695
1/2 page vertical	5 x 14	\$3,595	\$4,695
1/4 page	5 x 7	\$1,995	\$2,995
1/8 page	5 x 3-1/2	\$1,795	\$2,795
1/16 page horizontal	3-1/2 x 2-1/4	\$1,195	\$2,195
1/16 page vertical	2-1/4 x 3-1/2	\$1,195	\$2,195

2-color standard: \$850 additional to B/W rate
Ad close and materials due: 2 September 2009
Limited space available in 3-day e-mail version.

InTech's ISA EXPO Exchange is produced all three days of the show and distributed to all attendees each morning, for a total circulation of 30,000. Your ad will let people know exactly where your booth is located and what products you are exhibiting. After the show is over, your prospects will have a reference source when making buying decisions.



ISA EXPO On-Site Program

The most up-to-date information available on-site, complete with exhibitor listings, detailed conference and training schedules, information on panels, and other events. On-Site Programs are given to each attendee at registration and displayed in publication bins throughout the exhibit hall.



Advertising Rates

Ad Size	B/W
Full page.....	\$2,995
1/2 page.....	\$2,195
1/4 page.....	\$1,395

2-color standard: \$595 additional to B/W rate
4-color standard: \$995 additional to B/W rate

Ad sizes/specs are identical to *InTech*
Ad close and materials due: 2 September 2009

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InTech's ISA EXPO Exchange Product Locator

Where can you reach so many motivated buyers at one time? Right here, in *InTech's ISA EXPO Exchange Product Locator!*

ISA EXPO attendees come to the show with business in mind and rely on the *Product Locator* to find the products they want to see. Make it easy for them to find your booth and check out your products with a cost-effective ad in this handy, well-read publication. Each 1/4-page ad includes a color product photo, a 75-word description, and your company logo. We'll even put the ad together for you. What a great way to increase booth traffic!

Product Locator Ads — \$595

Limited number of display ads available — call for details.

Ad close and materials due: 2 September 2009

Special offer:

Get a FREE ad in the Product Locator when you purchase an ad (half page or larger) in the October 2009 show issue of *InTech*. Hurry, as space is limited for display ads.



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InTech October 2009 Show Issue

Boost your visibility at the show with a targeted ad in *InTech's* on-site event issue, voted the #1 publication by ISA EXPO attendees. No other magazine at the show can offer such dominance among the influential buyers and decision makers who come to learn and to see what's new. 15,000 copies will be distributed to show attendees in addition to *InTech's* 80,000 select, high-quality readers.



InTech and ISA EXPO 2009 reach the most informed and influential buyers in the automation industry while delivering a complete portfolio of your products. We provide total market penetration for your message.

Advertising Rates

Ad Size	B/W 1X	B/W 3X
Full page	\$8,365	\$8,065
2/3 vertical	\$5,965	\$5,705
1/2 island	\$5,280	\$5,055
1/2 horizontal/vertical	\$4,695	\$4,520
1/3 square/vertical	\$3,085	\$2,950
1/4	\$2,405	\$2,305
1/6	\$1,705	\$1,630
1/8 datafile	\$795	\$740

2-color standard: \$1,195 additional to B/W rate

2-color match: \$1,290 additional to B/W rate

3 or 4 color: \$1,995 additional to B/W rate

Ad close and materials due: 2 September 2009

Act now
to reserve your
advertising
space!

Want to be a winner at ISA EXPO?

Get great visibility, plus special discount pricing!
InTech's ISA EXPO Show Package puts your message in
so many places at one time, you'll want to take advantage of super package deals like:

- **Save 50%** on the ISA EXPO On-site Program when you run a total of two ads in either the July or October issue of *InTech*
- **Save 25%** on the ISA EXPO On-site Program when you run one ad in the July or October issue of *InTech*
- **Get a FREE ad** in the *Product Locator* when you purchase an ad (half page or larger) in the October 2009 show issue of *InTech*
- Buy the same size ad in all four publications and **enjoy even more discounts**

Contact us today for comprehensive packages adaptable to all budgets.

Contact Information

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Founded in 1945, International Society of Automation (www.isa.org) is a leading, global, nonprofit organization that is setting the standard for automation by helping over 30,000 worldwide members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA develops standards; certifies industry professionals; provides education and training; publishes books and technical articles; and hosts the largest conference and exhibition for automation professionals in the Western Hemisphere. ISA is the founding sponsor of the Automation Federation (www.automationfederation.org).