Engage and create inquiries from plant engineers as they use PLANT ENGINEERING’s electronic products as a source for discovery. PLANT ENGINEERING’s electronic products are true extensions of the PLANT ENGINEERING print brand. We leverage the power of the electronic medium to deliver content unconstrained by the boundaries of print.

PLANT ENGINEERING’s electronic products provide unparalleled value:

- Increase reach and interactivity with customers
- Immediate response and measurement of ad’s effectiveness providing comprehensive reporting that supports ROI
- Drives plant engineers to specific Web pages that highlight your products or services, such as product launches/brochures/seminars/high profile events/case studies/educational programs
- Complements traditional forms of brand advertising

**E-MAIL ADVERTISING**

**PLANTMAIL**
Timely and relevant industry trends, product announcements, and breaking news delivered twice a month to more than 55,000 plant engineers.

**HOTWIRE**
Targeted news delivered to more than 38,000 electrical and electronic engineers and technicians involved in plant engineering and maintenance.

**HOTWIRE ON INSTRUMENTATION**
Focused news delivered to more than 45,000 instrumentation and control engineers who design and maintain controls and automation systems.

**HOTWIRE ON AUTOMATION**
Focused news delivered to more than 45,000 plant, systems and control engineers who design, configure, integrate, and maintain automation and control systems.

**MULTIMEDIA ADVERTISING**

**Premium Content** that requires user registration to participate. Registration allows Webcast sponsors to capture high-quality lead information for each participant.

All events are archived on the Website for 90 days, allowing for additional lead generation.

**EDITORIAL WEBCAST SERIES**
Elevate your level of customer interaction by sponsoring an exclusive editorial Webcast event. Each broadcast allows you to connect and communicate with plant engineers.

**SPONSORSHIP BENEFITS:**
- Sponsorship recognition in an aggressive, targeted advertising campaign that includes, print ads, Webcast registration page, Webcast information page, e-mail promotions and direct mail
- Logo on Webcast interactive screen throughout the entire event
- Pre-recorded advertisement during live event Webcast
- Monthly lead generation report to company representative of all registered users

**E-CARD SHOWCASE**
A special section on our Website that reprints your Plant Engineering postcard or a snapshot of your Web page with a hot link to your home page or product information.

E-Cards are an inexpensive way to expand your direct-mail exposure electronically to thousands of PLANT ENGINEERING Website users.

**DIGITAL EDITIONS**

**FREE ad in digital edition with purchase of any display ad!**
Completely searchable and interactive, digital editions are delivered monthly to digital edition subscribers. Subscribers can create a shortcut link to each digital edition right on their desktop and easily refer to issues repeatedly throughout the year. Subscribers can use this service to reach you for details or to link to your website 24 hours a day, 7 days a week.

**CUSTOM PROGRAMS**
Increase your advertising effectiveness by developing a custom e-mail, Webcast, or electronic magazine that is exclusive to your brand and products. We help you customize the design, target an appropriate audience, and deliver the final product on the date(s) of your choosing.

Ask your regional manager for a quote on a custom project today.