

## OPC Foundation Web Site Banners

To date, banners have averaged about 20,000 views per month on the OPC Foundation web. Sponsors will have their banners placed in the header section of each web page appearing in random order. Minimum sponsorship of one year, beginning at any time.

Left (large) banner ad, \$5,000 per year

Right (small) banner ad, \$3,000 per year



## OPC Connect Newsletter

All articles and special features are hosted on <http://opconnect.opcfoundation.org/> which substantially increases the shelf life of newsletter articles compared to previous issues.

Breakdown of target audience demographics and results (compiled by our media partner, Automation World and the OPC Foundation from the March, June, September, December 2016 issues):

Geographical distribution (+110,000 contacts): Subscriber roles:

- 60% North America
- 20% EMEA
- 10% South America
- 10% Asia
- 70% are in Engineering/Operations
- 30% are in Business Decision Makers

Open rate:

- +18% email open rate
- 8% click-thru-rate on opened emails (all links, including sponsors and editorials)

Sponsors will have their company logo on the right side of each newsletter web page and at the top of each emailed issue. Automation World will deliver acquired leads following the distribution of each issue. Sponsor logos should be in color and not exceed 175px by 100px.

\$6,000 per year (sponsorship one year, 6 issues in 2016)

In case you are interested to sponsor please contact:  
[sponsor@opcfoundation.org](mailto:sponsor@opcfoundation.org)

For questions and feedback please contact  
Stefan Hoppe, Vice President OPC Foundation, [stefan.hoppe@opcfoundation.org](mailto:stefan.hoppe@opcfoundation.org)