OPC Foundation Web Site Banner Ads

To date, banner ads have averaged about 10,000 views per month on the OPC Foundation web site. 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
Size: 400x60 pixels – 100kb   Size: 120x60 pixels – 100kb

OPC Connect Newsletter

All articles and special features are hosted on http://opcconnect.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 2017 issues):

Geographical distribution - 50,000 qualified contacts:

- 60% North America
- 20% EMEA
- 10% South America
- 10% Asia
- 70% are Engineering/Operations
- 30% are 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 on the web page and at the top of each emailed issue. Sponsor logos should be in color and not exceed 175px by 100px.

$6,000 per year (sponsorship one year, 6 issues in 2018)

In case you are interested to sponsor please contact:
sponsor@opcfoundation.org

For questions and feedback please contact
Stefan Hoppe, Vice President OPC Foundation, stefan.hoppe@opcfoundation.org