

# SPECIAL FOCUS ISSUES

## Driving Leads Through Premium Content

Robotics 24/7 will publish five Special Focus Issues (SFIs) around specific industries or technologies. They will be produced as a downloadable PDF package of curated content.

### Sponsorship Package

#### Lead Gen/Branding/Messaging Package

- Full page digital ad in issue
- Logo inclusion on issue e-blast deployments to 35,000.
- Top of Funnel Leads – all download's contact information, averaging 264 leads.
- Qualified Leads – all downloads participate in a "Buying Intent" question on registration form prior to downloading which includes each sponsor's product/service.

**NET INVESTMENT: \$5,000**



2024 Special Focus Issues		
Month	Topic	Deadline
February	Robots Enable More Efficient Reverse Logistics	2/13/24
April	Collaborating With Robot Arms, Platforms	4/9/24
June	Orchestrating Mobile Robot Fleets for Success	6/11/24
August	Machine Vision to Increase Robot Precision	8/13/24
September	Robots as Mobile Data Platforms	9/11/24
October	Robotics Picking and Packaging with Precision	10/15/24
December	The Process of Robot Integration	12/13/24

#### NOW OFFERING VIDEO ADS!

If you don't have a fullpage ad or would prefer to run a Video Ad, let Robotics24/7 create the Video Ad for you. Just submit a headline, 50 words of copy, your logo and an MP4 File and we'll create the ad for you at no cost!

SPEAK TO  
YOUR SALES  
REPRESENTATIVE

Group Publisher/  
International Sales  
**Tom Cooney**  
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973-214-6798

Western Regional Manager  
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Midwest/Eastern Regional Manager  
**Michael Worley**  
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# 2023 ROBOTICS 24/7 ROUNDTABLE SCHEDULE

## Panelist Opportunity and Qualified Lead Generation

This exclusive content is offered to our readers through a dedicated series of promotional eBlasts giving sponsors highly valuable branding in addition to leads. And, you can further qualify your leads by adding a custom buying intent response to the registration page.

*The Robotics 24/7 Roundtables* are sponsored webcast opportunities for vendors/sponsors to do the following:

### Sponsorship Benefits:

- Panelist on the roundtable
- All contact information of all registrants (leads)
- Logo inclusion in eNewsletter ads and on the registration and lobby waiting room pages
- Logo inclusion on email invitation to Robotics 24/7 opt-in audience (sent 3x)
- Opportunity to include white paper and other related resources in the webcast lobby

2024 Editorial Webcasts		
Month	Webcast Topic	Deadline
January	Robots and AI Open New Applications	1/10/22
March	How Small and Midsize Businesses Can Get Started With Robots	3/12/24
May	The Zen of Robotic Place Picking	5/14/24
September	Goods to Person Automation Gets Variation	9/10/24
November	How to Scale Fleets of Mobile Robots	11/6/24

NET INVESTMENT: \$4,200

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