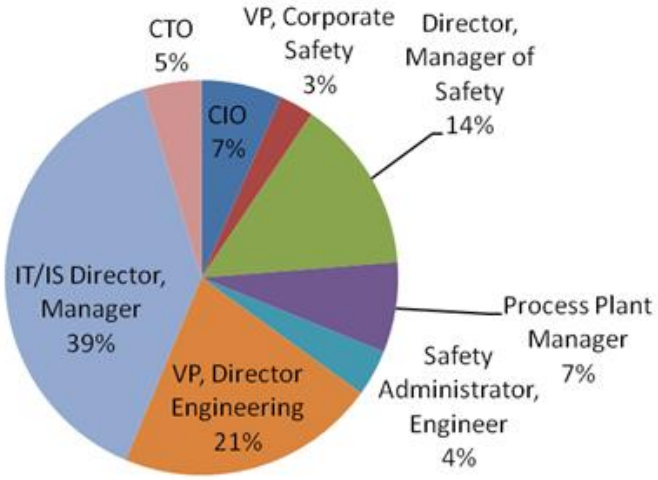
Safety and security remain key issues in the manufacturing automation industry today. Whether it is a physical or cyber assault, a compromised plant not only means the process is in danger, it also means the safety of the manufacturing site, personnel and the surrounding area could be in peril. In fact, best-in-class companies are the safest and most productive. An Aberdeen Group study, measured the relationship between automation safety and productivity. It found that when it comes to safety, companies considered best-in-class had the following benefits:

- 5% higher overall equipment effectiveness (OEE)
- 4% less unscheduled downtime
- Significantly fewer injuries (1-in-2000 employees versus 1-in-111 employees annually)
- Less repeat accidents (0.2% vs. 2.4%) compared to industry average manufacturers
- A 1% or 2% decrease in injuries has significant impact on productivity, which has a positive impact on the bottom line and translates into millions of dollars saved

It is imperative your brand is seen as the thought leader in the prevention of safety and security incidents. A partnership with *ISSSource.com* offers a unique opportunity to reach manufacturing executives, engineers, plant managers and IT professionals working to ensure manufacturing process capabilities remain intact and in complete control.

In order to do this, ***ISSSource.com*** **delivers a weekly cybersecurity and safety enewsletter to 15,000 subscribers with an open rate of 12.5% and the website has an average of over 15,000 monthly online impressions.** An example of the email newsletter subscriber titles are:



Proposal Options

A partnership with Industrial Safety and Security Source (**isssource.com**) provides content and audience generation in the programs below:

1. **3 podcasts and related stories featuring Subject Matter Experts for 3-month period**
   - Conversation with subject matter expert on topic to be determined
   - Create focused newsletter promoting podcasts …. Ad size for logo should be 150 x 50, plus no more than 50 words… If an ad other than logo, then width should be 150
   - 3 stories related to podcast (800 words or less)
   - Boom box ads promoting podcasts 300 x 250
   - Podcast will be placed on ISSSource portal on homepage and on a company focused portal (see below)

Podcast package consisting of three podcasts, focused newsletters promoting podcast, boombox ad promoting podcast with discount: Total for three, $10,500

2. **Promotion Package:** The promotional package includes one month of boomboxes on the ISSSource.com website and two primary sponsorships in "The Shield" enewsletter to 27,000 email subscribers and one custom enewsletter.
   - One month 285 X 235 Boombox
   - One 125 X 50 with 30 words and link promotion in two ISSSource.com "The Shield" enewsletters
   - One custom enewsletter from to the ISSSource.com subscribers
   - **Promotional Package: $4,750 per month net**

3. **Portal on ISSSource.com:** Roll-out content from communications on the ISSSource portal and to all of ISSSource.com's 27,000+ industrial automation, cyber security and process safety professionals. The channel and a custom newsletter would be branded toward on ISSSource.com and sent as a promotional vehicle to the website.. The ISSSource.com promotions would include:
   a. portal on ISSSource.com home page promoting the focused content. The page would highlight new, different and educational content and then point readers back to the website.
   b. Promotions through ISSSource.com social media outreach which is over 500,000.
   c. Custom monthly enewsletter distributed to ISSSource.com audience and prospects and customers with the brand.
   d. Content promoted on ISSSource.com through boomboxes/leaderboards and featured in two weekly enewsletters per month.
   e. Lead guarantee of 200 leads per month

f. **$5,500 per month*** including monthly enewsletter, monthly ISSSource.com The Shield enewsletter promotions, online promotions and 200 monthly guarantee. **Six month commitment*

4. **Content Development:** Fuel the necessary content required for a heavily referred and visited site with content written by the ISSSource team. Note: All content is owned by the client . Deliverables include:
   a. Ongoing Customer Communications: Unique content generation to assist in customer communications for such as enewsletters, social media outreach.
   b. Unique content in a 500-700 word blog or article: $900, per blog.

5. **Custom Enewsletter:** enewsletter and content sent to ISSSource.com, The Shield enewsletter and 22,000+ audience one time: **$1,950 net**

6. **eGuide/eBook Program: High Value Content used to drive Lead Generation Initiatives**
   eGuides are short digital publications that offer a dynamic way to view and manage aggregated content centered on a specific topic. eGuides are composed of 2-3 ISSSource.com articles on a common subject that also includes a whitepaper, or case study. They are created in an intelligent PDF format and can be viewed on modern web browsers through a standard Adobe Reader. They can be read both online and offline, and the user friendly platform is functionally rich allowing:
   - **Interactive Table of Contents.** Readers can jump directly to the stories that interest them the most by simply selecting the information from the fully enabled table of contents
   - **Rich Media Enabled.** Supports rich media ad units, videos and more (requires an on-line connection) to make telling the story as easy as possible
   - **Leverage Existing Content.** A powerful and effective way to get a greater return on your existing blog, webcast, and collateral
   - **Turnkey solution.** ISSSource.com handles all of the details to provide you with a complete turnkey marketing solution
   - **You Own the Final Product.** This allows you to use the eGuides in a variety of ways. (example: can be saved on a flash drive and handed out at events, or used as sales follow up)
   - **ISSSource.com** will create a registration form and promote the eGuide on ISSSource.com, The Shield, ISSSource.com enewsletter to 27,000+ and social media links such as LinkedIn, Facebook, and Twitter.

     EGuide Development and Distribution: $10,500 Net, (125 Lead Guarantee)

     White Paper Development for eGuide: $2,500

7. **Ongoing Customer and Prospect Custom eNewsletter:** Designed to engage prospects and existing customers and to keep them up-to-date on application, product and related news. ISSSource.com will design, produce and distribute eNewsletters. Each newsletter program would include the following:

   - Development and maintenance of an editorial calendar – tied to product launches and planned events
   - Creation of a HTML template – based on your brand standards
   - Development of 1 text and 1 HTML based version of the eNewsletter per month
   - Content which would contain 2 custom content pieces and 1 curated piece (which could include whitepapers, offers, invitations, etc) will be responsible for supplying links to any existing content and/or offers that they would like to include in the eNewsletter (NOTE: costs for custom pieces is NOT included in this quote)
   - Creation of a landing page for more information requests
   - Marketing Automation Solution – for database management and distribution
   - Distribution to target segment (not to exceed 8,000 names)
   - Maintenance and updating of database based on customer feedback and opt-in and opt-out
   - Performance reporting

- Distribution to ISSSource.com 22,000+ safety and security audience

Total Investment: $4,500 Net per (each) eNewsletter per month

Recommended Integrated Programs: Program can be scaled up or down to meet your budget requirements

8. **On Demand Webcasts: Presentations brought to life with Subject Matter Experts**
   - ISSSource.com will supply a host for the program and a dedicated Project Manager to guide the development and timely delivery of materials.
   - ISSSource.com can assist in supplying speakers, such as partners or customers
   - The webcast presentations will be done via PowerPoint
   - Logo on webcast presentation window
   - All registrations provided. Ability to ask qualifying questions on registration.
   - Automatic follow up emails upon registration
   - 150 lead guarantee
   - On Demand webcast for those that didn't attend original webcast for three months after original webcast

   Webcasts: $10,500 Net per Webcast; Two webcasts- $10,000 each; Three webcasts-$9,000 each

Other Options

9. **White Paper, or Article Creation:** This varies on word length but is an average of $2,500 per paper.
   - **Lead Generation program**

10. **Custom Research Program:**
    - Align your brand with an industry leading benchmark study
    - Access first-hand insight from professionals responsible for plant safety and security and create an industry benchmarking resource
    - Work with ISSSource.com industry experts to remove the guesswork around plant safety and cyber security
    - Plan and execute marketing programs with factual data
    - 10-15 question survey with questions and answers
    - Initial Executive Brief with overview of findings
    - **Standard Custom Research Program: $14,500**

11. **Videos:** Short form videos (2-3 minutes in length) have become a critical media for communication over the web. Capturing a group of videos at major industry events is an efficient method for working with executives, partners and customers.
    - ISSSource will create videos at -selected major industry events and tradeshows like Cisco live (see example video: https://www.youtube.com/watch?feature=player_embedded&v=XHjcaXmgns4 .
    - Videos will be produced in the form of an interview and each video will run approximately 2 - 3 minutes.
    - to supply the speakers for interviews, which can be comprised of executives, customers, partners, etc.
    - will provide a partner contact at each event to ensure that target participants are available at the scheduled times. will be responsible for attaining all material/video releases and approvals.
    - Videos can be used as the basis for blogs, which can be shared through social media efforts.

    Videos: $8,500 Net per one day Event (plus travel/hotel/food expenses which will be billed separately)

ISSSource looks forward to partnering with you to reach this highly qualified audience. For more information, contact Gregory Hale, ghale@isssource.com with any questions.