

# Digital Advertising & Sponsorship Guide



Automation Alley

# Introduction to Our Digital Advertising

In today's digital-first economy, strategic advertising isn't optional — it's essential. For manufacturers, tech companies, and Industry 4.0 leaders, digital advertising is one of the fastest ways to reach new customers, elevate brand visibility, and drive measurable results.

## Why It Matters

Automation Alley's mission is to accelerate digital transformation. This guide gives manufacturers and technology leaders a clear path to using digital advertising to spark growth, strengthen competitiveness, and expand their reach.

## Core Benefits

Digital advertising delivers four major advantages:

- Brand awareness** – Keep your company top-of-mind.
- Lead generation** – Reach the right people at the right time.
- Conversion** – Move prospects to action: demos, downloads, purchases.
- Retention** – Use remarketing and personalization to stay connected.

## Our Strategy

- Setting Objectives** – Build brand presence, increase traffic, generate quality leads, drive sales, and strengthen retention.
- Audience Insight** – We understand the advanced manufacturing ecosystem and help you target key decision-makers.
- Channel Selection** – Our strong LinkedIn and Google Ads presence gives members the most effective platform to amplify their message.

*Let's unlock how digital advertising can accelerate your transformation and position your organization at the forefront of the connected digital economy.*

“I'm privileged to share that I have had the opportunity to attend every Integr8 Conference since its inception in 2017, and this year has truly been the best yet! The series of roundtable discussions on pivotal technologies had profound insights into shaping the future of manufacturing.”

**Brian Breuhan**  
General Motors

## Audience and Viewership Reach

**Website Traffic:**

**50,000+**  
visits per month

**LinkedIn Following and Group Members:**

**500,000+**  
in partnership with  
GlobalAutoIndustry.com

**Weekly Newsletter Subscribers:**

**4,000+**

**Member Contacts in our Ecosystem**

**16,000+**

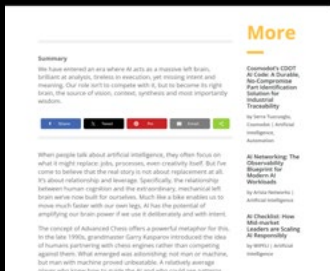
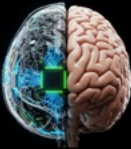
## Integr8 Playbooks

**500,000+**  
projected targeted views  
per playbook in 2026

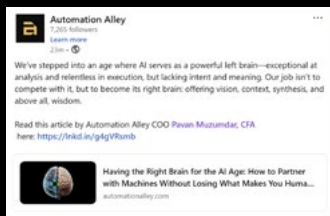
**10 million**  
total impressions per playbook

**5.7%**  
click-through rate, far above the  
industry standard for publications

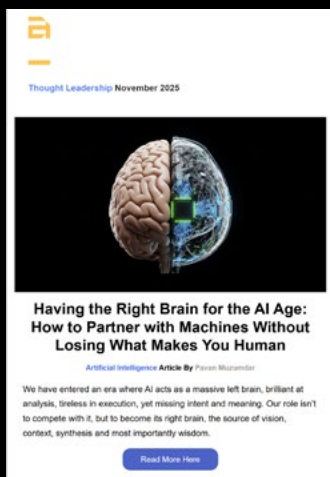
**3,000+**  
playbook downloads by engaged  
industry leaders



Featured on  
Automation Alley's website



Shared and boosted  
on LinkedIn



Included in our weekly  
Content Newsletter

# Digital Content and Advertising Opportunities on our Automation Alley Website

## Custom Content Boost Package – \$2,000

Share your company story/expertise with Automation Alley's advanced manufacturing and technology ecosystem via a comprehensive digital content package, including:

- Professionally written profile article spotlighting your company and capabilities
- Featured LinkedIn post shared with Automation Alley's engaged audience
- Paid LinkedIn ad campaign to boost visibility of the post
- Inclusion of the article in Automation Alley's e-newsletter
- Custom hyperlink directing traffic to the landing page of your choice

## Content Boost Package – \$1,000

Amplify your existing thought leadership or company news with a boosted post, including:

- Member-provided article or post shared from Automation Alley's website
- Featured LinkedIn post shared with Automation Alley's engaged audience
- Paid LinkedIn ad campaign to boost visibility of the post
- Inclusion of the article in Automation Alley's e-newsletter
- Optional hyperlink to a designated landing page or resource

## Homepage Banner (monthly) – \$5,000

Put your brand in front of leading manufacturers and technology decision-makers with top visibility on Automation Alley's homepage. Your banner links directly to your website, driving traffic and awareness among an engaged Industry 4.0 audience.

## Opportunity Spotlight Email – \$500

Automation Alley's confidential matchmaking service connecting Michigan manufacturers, innovators, and partners.

To sponsor or advertise, contact:



# INTEGR8

ROUNDTABLE SERIES: 2026

POWERED BY:  Automation Alley



**February 11**

AI & Additive Manufacturing



**March 11**

Data & Industrial Intelligence



**April 15**

Workforce of the Future



**May 13**

Trade, Tariffs and Geopolitics



**August 12**

Automation and Supply Chain



**September 16**

Cybersecurity for SMMs

**“These events are key to helping Michigan businesses stay on top of the latest technology, and provide a space for knowledge sharing and making personal connections. If you haven’t been to one yet, you should change that!”**

**Emily Kania**  
**Human Element**  
Director of Marketing  
(Integr8 Participant)

To register and learn more visit:

**[www.integr8series.com](http://www.integr8series.com)**



# Sponsorship and Advertising Packages

## Align your brand with the future of manufacturing.

Sponsorship opportunities for the 2026 Integr8 Playbooks are now open — giving your organization a platform to reach decision-makers, innovators, and industry influencers worldwide.

To register and learn more visit:

[www.integr8series.com](http://www.integr8series.com)



### Exclusive Playbook Sponsorship

**\$50,000**

*(1 available per playbook, Member exclusive)*

- Sole branding partner for a specific playbook
- Custom 1,000-word thought leadership article or case study feature
- Your logo featured on the playbook cover
- Includes digital landing page and playbook full page ad formats
- Panel discussion participation at Integr8 Roundtable session
- Opportunity to invite up to 3 guests to the corresponding Integr8 Roundtable

**Benefits:** Exclusive subject matter expert, long-term exposure via multi-channel promotion

### Playbook Sponsorship

**\$20,000**

*(4 available per playbook, Member exclusive)*

- Branding partner for a specific playbook
- Panel discussion participation at Integr8 Roundtable session
- Opportunity to invite up to 3 guests to the corresponding Integr8 Roundtable
- Custom 1,000-word thought leadership article or case study feature
- Your logo featured on the playbook cover

**Benefits:** Subject matter expert positioning, long-term exposure via multi-channel promotion

### Thought Leader Article

**\$10,000**

*(unlimited available per playbook, Member exclusive)*

- Custom 500-word thought leadership article or case study featured in a playbook of your choosing
- Opportunity to invite up to 3 guests to the corresponding Integr8 Roundtable

**Benefits:** Subject matter expert positioning, long-term exposure via multi-channel promotion

### Digital Display Ad

**\$5,000**

*(3 available per playbook)*

- Premium ad placement on the digital playbook landing page
- High traffic with link back to your website
- Ad specs: 16:9 ratio, 150 ppi

### Playbook Ad

**\$5,000, \$3,000, \$1,000**

*(unlimited available per playbook)*

- Premium ad placement inside digital & print versions
  - Full Page (\$5,000) – 8.5"x11" (7.5"x10" safe, .125" bleed)
  - Half Page (\$3,000) – 7.5"x4.75"
  - Quarter Page (\$1,000) – 3.625"x4.75"

*(Please provide as JPG or high resolution PDF)*

### Email Sponsorship

**\$1,000**

*(unlimited available per playbook)*

- Logo placement with backlink in a targeted email campaign promoting each playbook
- Targeted delivery to 4,000+ manufacturing-focused subscribers