



Publish your article or press release on our website

Article details

The vast majority of the press releases and articles that are sent to us do not get published – about 90 percent are deleted. This can be for many reasons, but mostly because they do not fit our requirements at that time and the editors simply have not chosen to publish them. We have limited resources and cannot do as much as we would like. In the case of companies we are partnering with – our clients – we commit to checking and putting articles through our editorial process. It's the closest way to guarantee publication if it is not a straightforward advertorial.

Examples

Company	SAE	item	SICK	Fort Robotics
Link to article	https://roboticsan	https://roboticsan	https://roboticsan	https://roboticsan

Our overview

Sometimes we write the article ourselves, and at other times, clients supply the articles. If you want us to write the articles, we would obviously need your co-operation in terms of raw materials and resources, such as pictures, video, facts and data.

Specific suggestions

<i>Format</i>	For text, a variety of formats is acceptable – .doc files are the most common, and sometimes we receive them as PDFs. Even copy-pasted into an email is fine. For images, please use a popular format such as jpg, jpeg, png or gif... we can use any of these, but jpg is usually the smallest file size and loads quicker.
<i>Link</i>	Remember to supply a link for the article and any images and ads included with it. And consider using a trackable link so you can do your own tracking. We will track and collect stats as well anyway, regardless.

Summary

We're flexible	We can write articles from scratch (with your help), but we prefer clients to write their own as this enables them to include all the elements that are important to them. After that, we can help edit and finalise the piece.
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Send out a marketing email to our subscribers

E-shot details

There are no rigid rules for e-shots – no set word count, no limitation on number of pictures or links. But here is a very shot guide that may help you to create one that will work for you. First, here are some examples of e-shots for other clients

Examples

Company	SICK	Reuters	Techman Robot	item
Link to e-shot	https://mailchi.mp/roboticsandautomationnews/what-exactly-is-lidar	https://mailchi.mp/roboticsandautomationnews/webinar-arrow-electronics-ge-appliances-zebra-warehouse-robotics	https://mailchi.mp/roboticsandautomationnews/webinar-automate-your-process-with-techman-robot-2694701	https://mailchi.mp/roboticsandautomationnews/cleverly-combining-robotics-and-linear-technology-2694721

Our overview

As you can see from the above examples, each e-shot is different, has different word counts, styles and so on. It's difficult to say what will work best – the only thing to do is do your best and try. Below are our recommendations.

Specific suggestions

Word count	Try and keep it between 100 to 500 words in total for body copy. Try and break it up into several paragraphs – avoid long paragraphs. Perhaps use one or two subheadings in the body.
Images – max width 600 px, and max height 300 px.	We suggest using at least one image. Optionally, you can use an additional picture somewhere inline (within the body copy). We do not recommend using too much information. Instead, think of them as teasers. We want people to click on the “call to action” button to visit your site or download something or whatever.
Links	We need at least one link, but preferably two or three. You can make them trackable as well if you like.
Format	Some clients supply the finished design of the e-shot as a zipped html file. This is helpful, but not essential. You can supply it to us as a Word file or even in an email. We can take care of the rest.

Summary

We're flexible	We can re-size images, sub-edit your copy, and create the e-shot and show it to you for approval before sending out.
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Place an advertisement in our highly informative and popular newsletter

Newsletter ad details

Our weekly newsletter goes out on Monday mornings. Our aim is to help people get into the work frame of mind and update them at the start of their working week about what's going on in their industry – robotics, automation, manufacturing, logistics, computing, and so on.

Examples

Date	29 November 2021	22 November 2021	8 November 2021	25 October 2021
Link to newsletter	https://mailchi.mp/roboticsandautomationnews/sensor-data-2694745	https://mailchi.mp/roboticsandautomationnews/sensor-data-2694737	https://mailchi.mp/roboticsandautomationnews/sensor-data-2694733	https://mailchi.mp/roboticsandautomationnews/sensor-data-2694713

Our overview


Generally, the design of the newsletter is the same every week. Just recently we had our awards so that was different. Usually, there is an ad at the top. The dimensions of this are 600 x 100 pixels. The width of the newsletter is 600 pixels, so that is a limit. The depth can be more than 100 but we do not recommend more than 300 pixels.

Specific suggestions

Format	Please supply the artwork for the ad in a widely used format such as jpg, jpeg, png or gif... we can use any of these, but jpg is usually the smallest file size and loads quicker.
Link	Remember to supply a link for the ad. And consider using a trackable link so you can do your own tracking. We will track and collect stats as well anyway, regardless.

Summary

We're flexible	We can design ads, but we prefer clients to design their own as this enables them to get exactly what they want. But we can help in many ways.
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Post to our social media pages

Social media post details

Robotics and Automation News is on all the major social media platforms – such as Facebook, LinkedIn and Twitter – and many of the less well known ones as well.

Examples

Platform	LinkedIn	Facebook	Twitter	Reddit
Link to our page	https://www.linke	https://www.face	https://twitter.com	https://www.redd

Our overview

Whenever you publish an article with us, we also post that article on our social media posts. So for us, the two go together. However, we can also post individual items – such as links, articles, videos and webinars – to our social media pages, without connecting back to our website.

Specific suggestions

Format	Different social media have different requirements when it comes to format and sizes... please contact us about specific details for each platform. Generally, please supply the artwork for the ad in a widely used format such as jpg, jpeg, png or gif... we can use any of these, but jpg is usually the smallest file size and loads quicker.
Link	Remember to supply a link for the ad. And consider using a trackable link so you can

Summary

We're flexible

We can design ads, but we prefer clients to design their own as this enables them to get exactly what they want, especially in terms of corporate colours and fonts. But we can help in many ways.



Place a banner ad on our worldwide website

Website banner ad details

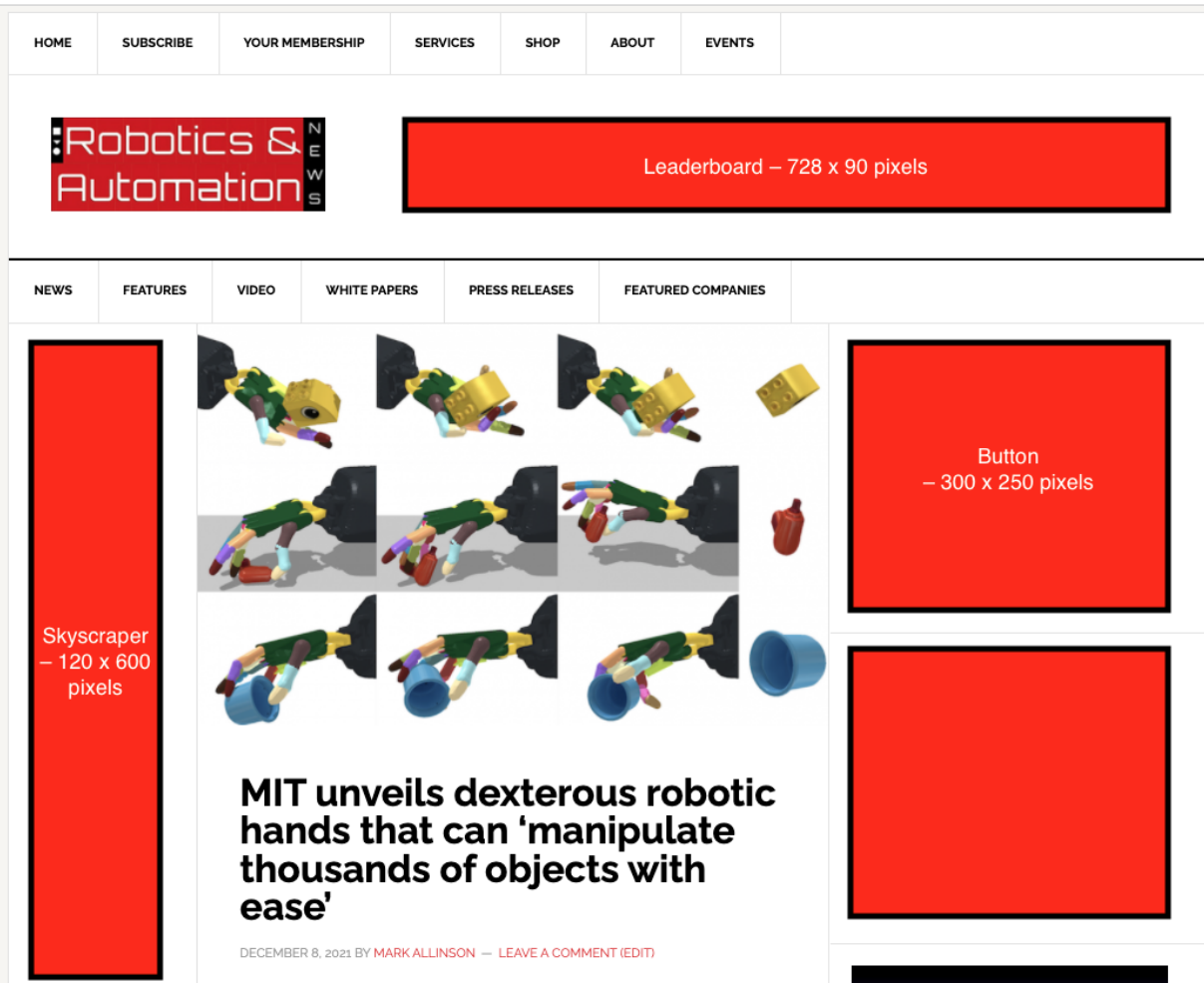
There are many opportunities for placing banner ads on our website: leaderboard (728x90); button (300x250); and skyscraper (120x600). Special custom dimensions available.

Examples

Type of ad	Leaderboard	Button	Skyscraper	Custom
Dimensions in pixels (w x h)	<u>728 x 90</u>	<u>300 x 250</u>	<u>120 x 600</u>	<u>Contact us</u>

Our overview

Banner ads are a good way to increase awareness of a brand, company or product or service. The locations we place the ads are shown as red rectangles in the diagram below.



Specific suggestions

Format	Please supply the artwork for the ad in as jpg, jpeg, png or gif. And supply all three sizes to us. That way, we can use all three at the same time or rotate them.
Link	Remember to supply a link for the ad. And consider using a trackable link. We will track and collect stats as well.

Summary

We're flexible	We can design ads and can help in many ways for free.
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