

Control.com offers three different models for placing ads on our site, each with different options available...

Impressions

Often used for awareness campaigns and to get word out about your company and products, this model uses a flat price-per-thousand (PPM) impressions, where an “impression” is defined as one appearance of your ad.

You tell us how many times you want your ad to appear and we'll take it from there.

As an additional-cost option, you can select specific categories in which your ad will appear, or certain geographic filters.

\$.04 per impression

Pay Per Click

When your goal is strictly gaining conversions, the pay-per-click model may be best for you. You only pay when someone clicks on your ad and is sent to your site.

You give us a monthly “not to exceed” budget, and we'll manage your ad placements to deliver the desired clicks.

Pay-per-click programs are billed monthly, and we reserve the right to limit impressions if minimum clickthrough rates are not achieved by your ads.

\$4.00 per click

Position

If you want to dominate a page or topic, either in one ad position or all three possible ad locations, this may be the right choice for you. We'll give you exclusive placement on pages classified in a given topic, and/or on the topic page for that category.

Because pricing (and exposure) varies depending on your selection, we will custom-quote a fixed price for your campaign upon request.

Contact us for quote

The screenshot shows a forum page on Control.com. At the top, there's a navigation bar with 'nerds in control', 'Member', 'Communities', 'Topics', 'Feeds', 'Post a Message', 'Overload!', 'Control.com', and 'Admin'. Below that is a search bar. The main content area shows a list of forum posts on the left and a featured advertisement on the right. The ad is for 'Connect your code to your process with...' and includes a 'Top 10 Reasons to become a member' list. The forum post is titled 'Flow Under and Flow Over Control Valve'.

Guide to Ad Sizes and Positions

The following advertising positions are available on Control.com – refer to the next page for specs.

- A. Leaderboard – 728 x 90 px, top of page.
- B. Boombox – 336 x 280 px, mid-page.
- C. Skyscraper – 175 x 600 px, right side.

Other Engagement Options

Bring a community of users to your company's website through a customized syndication of Control.com content. Our moderators will select posts according to criteria you supply, for a customized feed that you can display on your company's website. Also included is a community page on the Control.com site devoted to your company or product category. See the Modbus Community and Modbus.org as an example.

Terms and Conditions

General

Each Insertion Order constitutes a binding order for paid advertising, subject to acceptance by Nerds in Control, LLC (NiCLLC). These Terms and Conditions, together with the Insertion Order, constitute the entire agreement between the Advertiser and NiCLLC with respect to the advertisement(s) covered by the Insertion Order (the "Advertisements").

License

The Advertiser hereby grants to NiCLLC a worldwide, non-exclusive, royalty-free license during the term of this Agreement, to use, transmit, publicly display, publicly perform, digitally perform, store, copy and distribute the Advertisements, including, but not limited to, any of the Advertiser's trademarks and logos that are contained in the Advertisement.

Payment

The Advertiser agrees to pay all fees, agency commissions, and taxes related to the placement of Advertisements on the Control.com web site, according to the terms of the Insertion Order. NiCLLC may hold the Advertiser and its advertising agency jointly and severally liable for any monies that are due and payable to NiCLLC under the Insertion Order.

Acceptance and Placement

NiCLLC may accept or reject any Insertion Order in whole or in part. If NiCLLC accepts an Insertion Order, NiCLLC will use diligent efforts to place the Advertisement requested thereby on the Control.com web site as specified in the Insertion Order. In the event that NiCLLC is unable to place the Advertisements as set forth in the Insertion Order, NiCLLC will provide the Advertiser with comparable placement on the Control.com web site, within 30 days thereafter. Notwithstanding the foregoing, NiCLLC reserves the right, in its sole discretion, to revise, or remove, or to require Advertiser to revise, any or all of the Advertisements if NiCLLC reasonably believes that such Advertisements violate any of the Advertiser's representations under this Agreement, or fail to conform to any policy of NiCLLC. If NiCLLC is unable to place the Advertisements in accordance with the description in the Insertion Order because of any act or omission by the Advertiser or the Advertiser's agents, NiCLLC will still be entitled to full and timely payment of all fees relating to such Advertisements.

Indemnity

The Advertiser agrees to indemnify, defend, and hold harmless NiCLLC and each of its respective shareholders, officers, employees, and agents, from and against any and all losses, liabilities, injuries, damages, attorney's fees, and other costs and expenses incurred in connection with any breach of the Advertiser's representations under the Insertion Order.

Limitation of Liability

NiCLLC's liability in connection with the Insertion Order and the publication of Advertisements thereunder will be limited to the fees paid by the Advertiser under the Insertion Order. IN NO EVENT WILL NiCLLC BE LIABLE TO ADVERTISER FOR ANY LOST REVENUE OR PROFITS, OR ANY INCIDENTAL CONSEQUENTIAL, SPECIAL, OR PUNITIVE DAMAGES ARISING OUT OF THE INSERTION ORDER OR ITS TERMINATION.

Termination

The Advertiser may not cancel or terminate any Insertion Order without the prior written consent of NiCLLC. NiCLLC may immediately terminate the Insertion Order and remove the Advertisements from the Control.com web site if NiCLLC reasonably believes that such Advertisements violate any of the Advertiser's representations under the Insertion Order or fail to conform to any NiCLLC policy regarding advertising. All fees and other charges for Advertisements placed through the date of termination will be due and payable upon termination.

Publicity

Neither party will make any public statement, press release, or announcement relating to the terms of the Insertion Order or any confidential information disclosed hereunder (including without limitation any nonpublic information learned about the other party) without the prior written consent of the other. In the event that either party, on advice of counsel, determines that it is required to disclose the terms of the Insertion Order to any governmental entity, it will provide the other with a copy of the intended disclosure no less than three (3) business days prior to such disclosure.

Force Majeure

NiCLLC's inability to perform any of its obligations under the Insertion Order due

to any cause beyond NiCLLC's control will not constitute a breach of the Insertion Order, and NiCLLC's obligations under the Insertion Order will be suspended during the period during which any such event continues.

Miscellaneous

The Insertion Order will be governed by the laws of the Commonwealth of Massachusetts without regard to its conflicts of laws provision. If any term of the Insertion Order is found to be void or unenforceable to any extent or for any reason, all remaining terms and provisions of the Insertion Order will remain in full force and effect. The Advertiser may not assign this Insertion Order and/or any of its rights or obligations hereunder without the prior written consent of NiCLLC (which will not be unreasonably withheld) and any such attempted assignment will be void. The Insertion Order will be binding upon the parties and their respective successors and permitted assigns.

Additional Ad Specs

File type should be JPEG or GIF (including animated GIFs), with a maximum file size of 200K. A working URL must be supplied as a target for each ad.

Note: Control.com does not post ads with cycle rates or animation modes that are irritants to our community or our visitors. We can work with you to design an effective Web ad with acceptable cycle rates and animation.



Control.com is owned and managed by:

Nerds in Control LLC
116 Brigham Hill Rd.
North Grafton, MA 01536

For more information about advertising on Control.com, contact us at:

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