

# ELECTRICAL CONTRACTOR MARKET

***Electrical Contractor* is the leading information provider serving the \$125 billion commercial, residential, industrial, institutional, and non building electrical contracting community. Electrical contractors represent a shifting demographic from the recent past; they are more sophisticated technologically and savvy about what is needed to more efficiently and profitably manage their business.**

Electrical contractors have expanded their sphere of activity to include every facet of traditional power, low voltage security/fire/life safety, lighting fixtures/controls and other emerging technologies. From field managers to CEOs working in commercial, residential, institutional, industrial and non-building applications, *Electrical Contractor* is the trusted resource. It offers an engaging, powerful information platform to reach them. They represent a huge bottom line sales and profit opportunity to you.

Founded in 1939 by the National *Electrical Contractors* Association (NECA), the monthly magazine is the cornerstone of a brand that has responded to the growing needs of electrical contractors with a wide range of tools including:

## PRINT

- *Electrical Contractor*
- *Security + Life Safety Systems*
- NECA Show Directory/ Buyers Guide
- "Christmas in September" Special Issue
- Key industry trade show bonus circulation
- NECA Show issue product showcase
- Editorial reprints
- Marketplace
- Inserts & Classifieds

## ONLINE

- ECMag.com
- Electri-Blast
- Industry issue webinars
- Product demo videos
- White papers

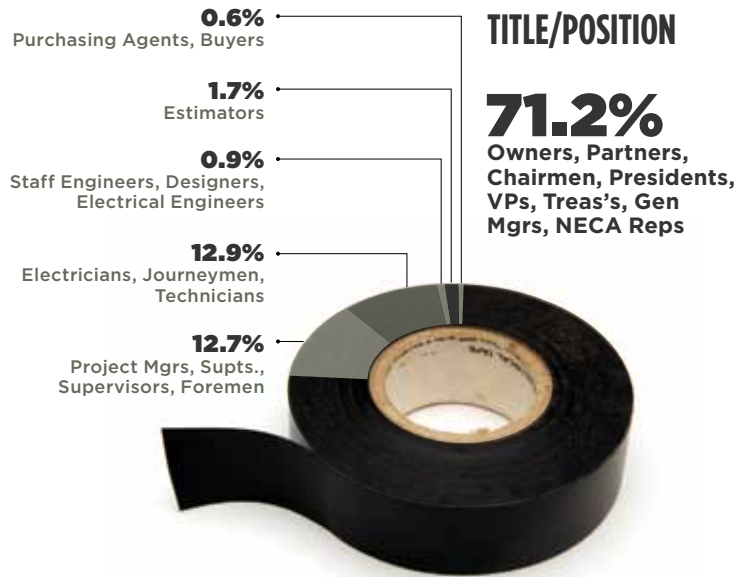
## OTHER

- List rental
- Industry data
- Market Research
- Sponsorship programs

# ELECTRICAL CONTRACTOR AUDIENCE

**Electrical Contractor brings your brand and message to 85,363 contractors who are responsible for more than 90% of the total market dollar volume.**

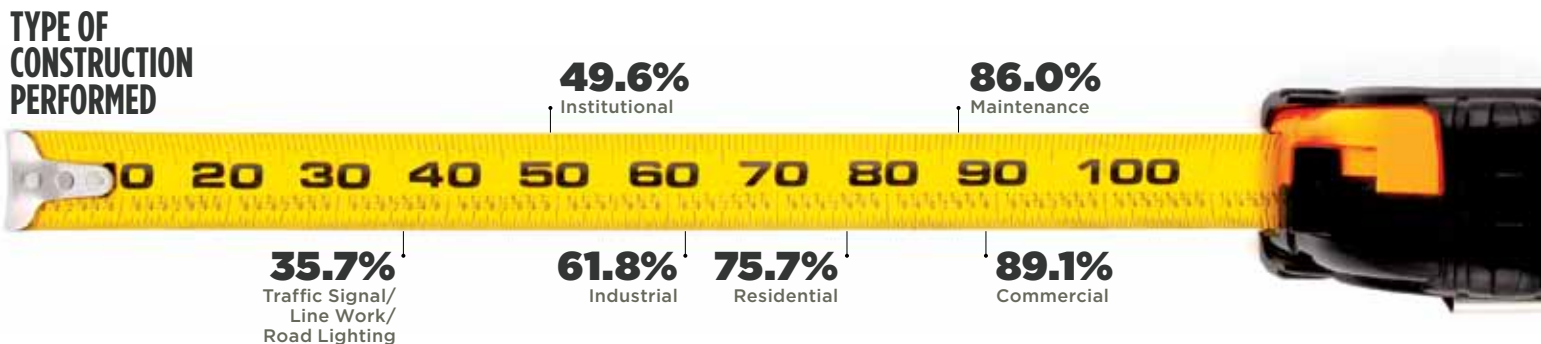
Electrical contractors have migrated from primarily being a product installer to an integral partner in product and system specification, selection and design. More than 70% of our audience makes brand decisions for electrical products and systems.



## BUILDING COMPONENTS INSTALLED



## TYPE OF CONSTRUCTION PERFORMED



# ELECTRICAL CONTRACTOR 2010 EDITORIAL CALENDAR

## JANUARY – JUNE

|  | JANUARY   | FEBRUARY   | MARCH  | APRIL   | MAY   | JUNE   |
|--|---|--|--|---|---|--|
| <b>Focus/<br/>Theme of<br/>Issue</b>         | <b>Construction Outlook:</b><br>This issue includes economic predictions for the upcoming year, a look at what OSHA plans to do in 2010 and more. | <b>Renovation:</b><br>Stories in this issue deal with the market for renovations in residential, commercial, industrial and institutional markets. | <b>Residential Special Report:</b><br>Columns and features will focus on electrical and low-voltage opportunities in the residential market. | <b>Integrated Systems and Controls:</b><br>Much growth has occurred in the use and implementation of integrated systems and controls, and stories this month will detail this increasing potential for ECs. | <b>Safety:</b><br>The magazine observes National Electrical Safety Month with features that deal with electrical safety for electricians and their customers. | <b>Green Construction Special Report:</b><br>The fourth-annual report focuses on the incredibly promising growth potential for electrical contractors in green construction, LEED projects and alternative energy. |
| <b>Cabling/<br/>Datacom</b>                  | • Fiber Optics Column<br>• Cabling Quiz   | • Fiber Optics Column<br>• Cabling Quiz<br>• Wire and Cable Column   | • Fiber Optics Column<br>• Cabling Quiz  | • Fiber Optics Column<br>• Cabling Quiz<br>• Wire and Cable Column  | • Fiber Optics Column<br>• Cabling Quiz   | • Fiber Optics Column<br>• Cabling Quiz<br>• Wire and Cable Column   |
| <b>Integrated Systems and Lighting</b>       | • Integrated Systems Column<br>• Fire/Life Safety Column<br>• Security Column<br>• Lighting Column  | • Integrated Systems Column<br>• Fire/Life Safety Column<br>• Security Column<br>• Lighting Column   | • Integrated Systems Column<br>• Fire/Life Safety Column<br>• Security Column<br>• Lighting Column   | • Integrated Systems Column<br>• Fire/Life Safety Column<br>• Security Column<br>• Lighting Column  | • Integrated Systems Column<br>• Fire/Life Safety Column<br>• Security Column<br>• Lighting Column  | • Integrated Systems Column<br>• Fire/Life Safety Column<br>• Security Column<br>• Lighting Column   |
| <b>On the Job</b>                            | • Residential Column<br>• Safety Column<br>• Estimating Column<br>• Ideas That Work<br>• Arc Flash Safety Column                                  | • Residential Column<br>• Safety Column<br>• Estimating Column<br>• Ideas That Work  | • Residential Column<br>• Safety Column<br>• Estimating Column<br>• Ideas That Work<br>• Arc Flash Safety Column                             | • Residential Column<br>• Safety Column<br>• Estimating Column<br>• Ideas That Work   | • Residential Column<br>• Safety Column<br>• Estimating Column<br>• Ideas That Work<br>• Arc Flash Safety Column  | • Residential Column<br>• Safety Column<br>• Estimating Column<br>• Ideas That Work  |
| <b>Power Supply/<br/>Quality/<br/>Energy</b> | • Power Quality Column<br>• Energy Management Column  | • Power Quality Column<br>• Alternative Energy   | • Power Quality Column<br>• Energy Management Column   | • Power Quality Column<br>• Alternative Energy  | • Power Quality Column<br>• Energy Management Column  | • Power Quality Column<br>• Alternative Energy   |
| <b>Codes/<br/>Standards/<br/>Training</b>    | • Code in Focus Column<br>• Code Applications Column<br>• Code Comments Column<br>• Code Q&A Column   | • Code in Focus Column<br>• Code Applications Column<br>• Code Comments Column<br>• Code Q&A Column  | • Code in Focus Column<br>• Code Applications Column<br>• Code Comments Column<br>• Code Q&A Column  | • Code in Focus Column<br>• Code Applications Column<br>• Code Comments Column<br>• Code Q&A Column   | • Code in Focus Column<br>• Code Applications Column<br>• Code Comments Column<br>• Code Q&A Column   | • Code in Focus Column<br>• Code Applications Column<br>• Code Comments Column<br>• Code Q&A Column  |
| <b>Business/<br/>Legal</b>                   | • Financial Column<br>• Legal Column  | • Financial Column<br>• Utility Business Column  | • Financial Column<br>• Legal Column   | • Financial Column<br>• Utility Business Column   | • Financial Column<br>• Legal Column  | • Financial Column<br>• Utility Business Column  |
| <b>Cool Tools</b>                            | • Labeling Tools  | • Fishing Tools  | • Portable Work Benches/<br>Job Site Storage   | • Conduit Benders   | • Certification Testers   | • Portable Generators  |
| <b>Products</b>                              | • Showstoppers  | • Vehicle Equipment  | • Home Automation/<br>Lighting Controls  | • Testers and Meters  | • Safety Equipment and Apparel  | • Lamps and Ballasts   |
| <b>Extras</b>                                |   | • S+LSS: Focus Education<br>• Baxter Reader Study  |  | • S+LSS: Focus Healthcare   | • Baxter Reader Study   | • S+LSS: Focus Government  |
| <b>Bonus Distribution</b>                    | <b>BICSI</b> Jan. 17–21<br>Orlando, Fla.  |  | <b>Electric West</b> March 15–18<br>Las Vegas<br><b>ISC West</b> March 24–26<br>Las Vegas  |   | <b>Lightfair</b> May 12–14<br>Las Vegas   |  |

# ELECTRICAL CONTRACTOR 2010 EDITORIAL CALENDAR

## JULY - DECEMBER

|  | JULY   | AUGUST  | SEPTEMBER  | OCTOBER  | NOVEMBER   | DECEMBER  |
|--|--|---|--|--|--|---|
| <b>Focus/<br/>Theme of<br/>Issue</b>         | <b>Profile of the Electrical Contractor/Communications Systems and Cabling:</b><br>The profile is a biannual survey of the electrical construction market. Also, stories will appear on comm. systems and cabling. | <b>Design/<br/>Build:</b><br>The d/b project-delivery system has increased the influence of electrical contractors on project design and with project owners on product specification. Features will deal with how the EC can best work in this scenario. | <b>NECA Show—<br/>Boston:</b><br>In addition to information for the upcoming NECA Show, features will cover several other current aspects of electrical construction.            | <b>Training/<br/>Education:</b><br>The Profile of the EC (from July) uncovers training and education areas on which ECs wish to focus their efforts. Stories will provide information on training opportunities in some of those interest areas. | <b>Tools and Equipment:</b><br>In order to do their jobs properly, ECs must invest in tools and equipment to use on the job. This issue discusses some of those, including software, trends in tools and more. | <b>Lighting Special Report:</b><br>Features and columns this month will highlight lighting technology, new products, different lighting applications in a range of vertical markets and more. |
| <b>Cabling/<br/>Datacom</b>                  | <ul style="list-style-type: none"> <li>Fiber Optics Column</li> <li>Cabling Quiz</li> </ul>  | <ul style="list-style-type: none"> <li>Fiber Optics Column</li> <li>Cabling Quiz</li> <li>Wire and Cable Column</li> </ul>  | <ul style="list-style-type: none"> <li>Fiber Optics Column</li> <li>Cabling Quiz</li> </ul>  | <ul style="list-style-type: none"> <li>Fiber Optics Column</li> <li>Cabling Quiz</li> <li>Wire and Cable Column</li> </ul>   | <ul style="list-style-type: none"> <li>Fiber Optics Column</li> <li>Cabling Quiz</li> </ul>  | <ul style="list-style-type: none"> <li>Fiber Optics Column</li> <li>Cabling Quiz</li> <li>Wire and Cable Column</li> </ul>  |
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| <b>On the Job</b>                            | <ul style="list-style-type: none"> <li>Residential Column</li> <li>Safety Column</li> <li>Estimating Column</li> <li>Ideas That Work</li> <li>Arc Flash Safety Column</li> </ul>                                   | <ul style="list-style-type: none"> <li>Residential Column</li> <li>Safety Column</li> <li>Estimating Column</li> <li>Ideas That Work</li> </ul>   | <ul style="list-style-type: none"> <li>Residential Column</li> <li>Safety Column</li> <li>Estimating Column</li> <li>Ideas That Work</li> <li>Arc Flash Safety Column</li> </ul> | <ul style="list-style-type: none"> <li>Residential Column</li> <li>Safety Column</li> <li>Estimating Column</li> <li>Ideas That Work</li> </ul>  | <ul style="list-style-type: none"> <li>Residential Column</li> <li>Safety Column</li> <li>Estimating Column</li> <li>Ideas That Work</li> <li>Arc Flash Safety Column</li> </ul>                               | <ul style="list-style-type: none"> <li>Residential Column</li> <li>Safety Column</li> <li>Estimating Column</li> <li>Ideas That Work</li> </ul>   |
| <b>Power Supply/<br/>Quality/<br/>Energy</b> | <ul style="list-style-type: none"> <li>Power Quality Column</li> <li>Energy Management Column</li> </ul>   | <ul style="list-style-type: none"> <li>Power Quality Column</li> <li>Alternative Energy</li> </ul>  | <ul style="list-style-type: none"> <li>Power Quality Column</li> <li>Energy Management Column</li> </ul>   | <ul style="list-style-type: none"> <li>Power Quality Column</li> <li>Alternative Energy</li> </ul>   | <ul style="list-style-type: none"> <li>Power Quality Column</li> <li>Energy Management Column</li> </ul>   | <ul style="list-style-type: none"> <li>Power Quality Column</li> <li>Alternative Energy</li> </ul>  |
| <b>Codes/<br/>Standards/<br/>Training</b>    | <ul style="list-style-type: none"> <li>Code in Focus Column</li> <li>Code Applications Column</li> <li>Code Comments Column</li> <li>Code Q&amp;A Column</li> </ul>  | <ul style="list-style-type: none"> <li>Code in Focus Column</li> <li>Code Applications Column</li> <li>Code Comments Column</li> <li>Code Q&amp;A Column</li> </ul>   | <ul style="list-style-type: none"> <li>Code in Focus Column</li> <li>Code Applications Column</li> <li>Code Comments Column</li> <li>Code Q&amp;A Column</li> </ul>              | <ul style="list-style-type: none"> <li>Code in Focus Column</li> <li>Code Applications Column</li> <li>Code Comments Column</li> <li>Code Q&amp;A Column</li> </ul>  | <ul style="list-style-type: none"> <li>Code in Focus Column</li> <li>Code Applications Column</li> <li>Code Comments Column</li> <li>Code Q&amp;A Column</li> </ul>  | <ul style="list-style-type: none"> <li>Code in Focus Column</li> <li>Code Applications Column</li> <li>Code Comments Column</li> <li>Code Q&amp;A Column</li> </ul>                           |
| <b>Business/<br/>Legal</b>                   | <ul style="list-style-type: none"> <li>Financial Column</li> <li>Legal Column</li> </ul>   | <ul style="list-style-type: none"> <li>Financial Column</li> <li>Utility Business Column</li> </ul>   | <ul style="list-style-type: none"> <li>Financial Column</li> <li>Legal Column</li> </ul>   | <ul style="list-style-type: none"> <li>Financial Column</li> <li>Utility Business Column</li> </ul>  | <ul style="list-style-type: none"> <li>Financial Column</li> <li>Legal Column</li> </ul>   | <ul style="list-style-type: none"> <li>Financial Column</li> <li>Utility Business Column</li> </ul>   |
| <b>Cool Tools</b>                            | <ul style="list-style-type: none"> <li>VDV Copper and Coaxial Connection Tools</li> </ul>  | <ul style="list-style-type: none"> <li>Cutting Accessories</li> </ul>   | <ul style="list-style-type: none"> <li>Clamp-on Meters</li> </ul>  | <ul style="list-style-type: none"> <li>Truck Upfits</li> </ul>   | <ul style="list-style-type: none"> <li>Tool Management Systems</li> </ul>  | <ul style="list-style-type: none"> <li>Multimeters</li> </ul>   |
| <b>Products</b>                              | <ul style="list-style-type: none"> <li>Cables, Conduit and Cable Tray</li> </ul>   | <ul style="list-style-type: none"> <li>Boxes, Switches and Receptacles</li> </ul>   | <ul style="list-style-type: none"> <li>NECA Show Products (Paid submissions)</li> </ul>  | <ul style="list-style-type: none"> <li>Cabinets, Racks and Enclosures</li> </ul>   | <ul style="list-style-type: none"> <li>Tools and Accessories</li> </ul>  | <ul style="list-style-type: none"> <li>Lighting Fixtures</li> </ul>   |
| <b>Extras</b>                                |  | <ul style="list-style-type: none"> <li>S+LSS: Focus Public Places</li> <li>Baxter Reader Study</li> </ul>   |  | <ul style="list-style-type: none"> <li>S+LSS: Focus Casinos &amp; Gaming</li> </ul>  | <ul style="list-style-type: none"> <li>Baxter Reader Study</li> </ul>  | <ul style="list-style-type: none"> <li>S+LSS: Focus on Commercial</li> </ul>  |
| <b>Bonus Distribution</b>                    | <b>NECA Show Oct. 2-5<br/>Boston</b>   |   |  |  |  |   |

# ELECTRICAL CONTRACTOR 2010 ADVERTISING RATES

## BLACK AND WHITE SPACE RATES

(Based on number of insertions of standard units within 12-month period):

**Every Issue Rate:** For advertisers who place one full-page ad in each issue, the rate is \$7,350 gross, plus color charge if applicable.

| FREQ. | FULL PAGE | 2/3 PAGE | 1/2 (Island) | 1/2 PAGE | 1/3 PAGE | 1/4 PAGE |
|-------|-----------|----------|--------------|----------|----------|----------|
| 1x    | \$9,550   | \$7,460  | \$7,010      | \$5,750  | \$4,370  | \$3,950  |
| 3x    | \$9,090   | \$7,100  | \$6,610      | \$5,460  | \$4,150  | \$3,730  |
| 6x    | \$8,520   | \$6,590  | \$6,240      | \$5,110  | \$3,880  | \$3,490  |
| 9x    | \$8,340   | \$6,490  | \$6,110      | \$5,010  | \$3,790  | \$3,410  |
| 12x   | \$8,130   | \$6,320  | \$5,950      | \$4,890  | \$3,710  | \$3,310  |
| 15x   | \$7,980   | \$6,120  | \$5,740      | \$4,730  | \$3,650  | \$3,270  |
| 18x   | \$7,850   | \$5,950  | \$5,600      | \$4,590  | \$3,600  | \$3,230  |
| 21x   | \$7,470   | \$5,820  | \$5,480      | \$4,470  | \$3,410  | \$3,080  |
| 24x   | \$7,250   | \$5,660  | \$5,330      | \$4,370  | \$3,330  | \$3,000  |
| MAX   | \$7,140   | \$5,500  | \$5,170      | \$4,250  | \$3,260  | \$2,920  |

## COLOR RATES

| COLOR                    | PAGE    | SPREAD  |
|--------------------------|---------|---------|
| 4-Color Process          | \$2,390 | \$3,770 |
| 1 Standard AAAA Color*   | \$1,150 | \$1,710 |
| 2 Standard AAAA Color*   | \$2,020 | \$2,750 |
| Matched Color, Per Color | \$1,810 | \$2,460 |

\*Standard colors include black

### CLOSING DATES, MATERIAL DEADLINES AND SHIPPING INFORMATION

Written insertion orders are due on the 5th of the month preceding publication. Materials are due on the 10th of the month preceding publication.

#### Insertion orders and materials should be sent to:

Donna L. Bailey  
Associate Publisher  
*Electrical Contractor*  
3 Bethesda Metro Center, Suite 1100  
Bethesda, MD 20814-5372  
301-215-4515

**NOTE:** Cancellations received by *Electrical Contractor* after insertion order deadline for that issue are subject to a non-commissionable penalty of \$1,000.



### COVERS AND GUARANTEED POSITIONS

All covers and paid premium positions are sold on a contracted, full page, every issue basis. Cancelled contracts are subject to a \$1,500 unfulfilled contract insertion short rate in addition to any normal short rate for space.

**SECOND COVER:** 20% additional to earned black and white page rate.

**THIRD COVER:** 15% additional to earned black and white page rate.

**FOURTH COVER:** 25% additional to earned black and white page rate.

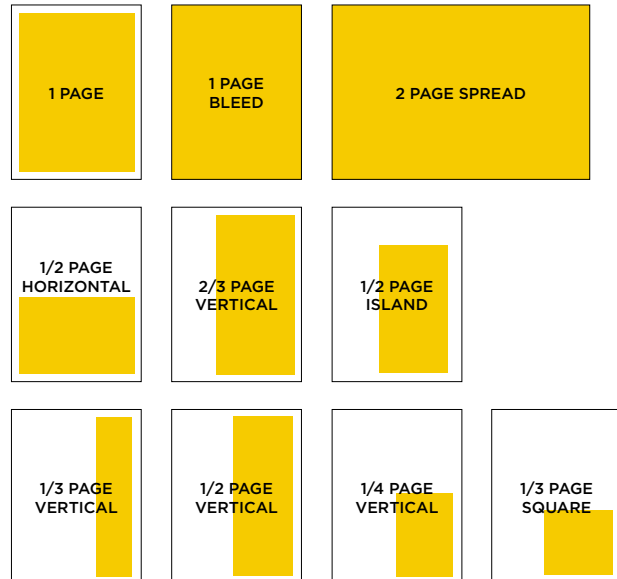
A variety of special creative options are offered for second, third and fourth cover positions as well as inside book, e.g., CDs, gatefolds, fold outs, posters, Post-it notes. Contact your marketing representative for details.

# ELECTRICAL CONTRACTOR MECHANICAL SPECIFICATIONS

## TRIM SIZE = 8<sup>1</sup>/<sub>8</sub> x 10<sup>7</sup>/<sub>8</sub> INCHES

(Allow 1/8-inch top, side, bottom, and binding edge. Bleed size = 8<sup>3</sup>/<sub>8</sub> x 11<sup>1</sup>/<sub>8</sub> inches)

| SPACE UNIT            | WIDTH (inches)                 | DEPTH (inches)                 |
|-----------------------|--------------------------------|--------------------------------|
| 1 page                | 7                              | 10                             |
| 1 page bleed          | 8 <sup>3</sup> / <sub>8</sub>  | 11 <sup>1</sup> / <sub>8</sub> |
| 1 page gutter bleed   | 7 <sup>9</sup> / <sub>16</sub> | 10                             |
| 1 page trim size      | 8 <sup>1</sup> / <sub>8</sub>  | 10 <sup>7</sup> / <sub>8</sub> |
| 2 page spread         | 16 <sup>1</sup> / <sub>4</sub> | 10 <sup>7</sup> / <sub>8</sub> |
| 2 page spread bleed   | 16 <sup>1</sup> / <sub>2</sub> | 11 <sup>1</sup> / <sub>8</sub> |
| 2/3 page              | 4 <sup>1</sup> / <sub>2</sub>  | 10                             |
| 2/3 page bleed        | 5                              | 11 <sup>1</sup> / <sub>8</sub> |
| 1/2 page (island)     | 4 <sup>1</sup> / <sub>2</sub>  | 7 <sup>3</sup> / <sub>8</sub>  |
| 1/2 page (horizontal) | 7                              | 4 <sup>7</sup> / <sub>8</sub>  |
| 1/2 page (vertical)   | 3 <sup>5</sup> / <sub>16</sub> | 10                             |
| 1/3 page (vertical)   | 2 <sup>1</sup> / <sub>8</sub>  | 10                             |
| 1/3 page (square)     | 4 <sup>1</sup> / <sub>2</sub>  | 4 <sup>7</sup> / <sub>8</sub>  |
| 1/4 page              | 3 <sup>3</sup> / <sub>8</sub>  | 4 <sup>7</sup> / <sub>8</sub>  |



**NOTE:** Material not intended to bleed should be kept 1/8-inch from gutter and 1/4-inch from trim.

All live matter should be 1/4-inch from trim.

**Printing:** Web-offset printing **Binding:** Perfect bound

### RATE PROTECTION

All 2010 display advertising contracts received at *Electrical Contractor* by December 31, 2009, will be rate protected at prevailing 2009 published rates for all insertions covered under that contract. Note: Unfulfilled contracts will be short-rated to frequency earned.

### COMMISSIONS, PAYMENTS, ORDERS

*Electrical Contractor* and *Security+Life Safety Systems* allow advertising agencies a commission of 15% on gross billing for space, color and position charges. Supplied inserts are priced net.

Agency commission is not allowed on mechanical charges such as special binding, tipping, special printer charges or handling, etc.

### POLICY

**Publisher reserves the right to:**

1. Reject any advertisement deemed inappropriate to our publications, NECA policy/standards, or the electrical contracting industry.
2. Notify advertiser if their agency has not paid in full within 90 days of invoice date.
3. Hold advertiser responsible for payment in full if advertiser's agency declares bankruptcy, or otherwise does not pay within 90 days of invoice date.

Advertising simulating editorial content must be clearly labeled "Advertisement." No advertisement may in any way state or imply endorsement by any NECA entity, including *Electrical Contractor* or *Security+Life Safety Systems* magazines.

NECA Show exhibitors may be denied booth set up privileges unless all outstanding NECA and *Electrical Contractor* or *Security+Life Safety Systems* magazine invoices past due (+90 days) are paid in full by show set up date.

### ADVERTISING MATERIALS SPECIFICATIONS

**Electronic files:** Quark application files or hi-res PDFs are preferred. (Include printer/screen fonts and all imported artwork with application files). Electronic files must be on CD. Include two hard copies of the ad with your files.

**For additional specs on electronic files:** Contact Donna L. Bailey at 301-215-4515.

# OPPORTUNITIES

## NATIONAL ADVERTISING

We offer brand and product advertising with full or fractional display ads in *Electrical Contractor* magazine (85,363 circulation) and *Security + Life Safety Systems* (60,000 circulation). Please refer to our rates and mechanical specs page.

**The Quarter Page Connection:** New for 2010, and designed to be a cost effective print and web opportunity for those advertisers with quality products and limited marketing budgets. It gives smaller budget advertisers the opportunity to participate in the full spectrum of *ELECTRICAL CONTRACTOR* advertiser benefits at a most reasonable cost. It includes listing in the advertiser index, readership studied by Baxter Research (in applicable issues), separate URL with link to your web site. The page consists of 4 full quarter page, 4 color ads. Choose either a six or 12 time frequency. 6X rate is \$2,500/net per ad. 12X rate is \$2,200/net per ad. Use specs from our regular 1/4 page mechanicals. Each "connection" ad will also have a rotating button on the [ecmag.com](http://ecmag.com) homepage, with a link to their website.

**Christmas in September Ad Plus Issue:** Our annual "Christmas in September Ad Program is a once a year effort to say "Thank You" for your business, and to help you increase your advertising effectiveness at a value added well below market rate. It is only in our landmark September NECA Show issue, ensuring maximum distribution and visibility. Details: Open to full run Electrical Contractor advertisers who run ad space in the September 2010 issue at least equal to space run in the 2009 August issue at their regular earned frequency rate. Those advertisers can run additional ad units (up to their 2009 August level) at a discount of 60% off their normal frequency rate. S+LSS advertisers in the August 2010 S+LSS supplement are eligible to run advertising space (full run circulation plus bonus NECA Show distribution) in our blockbuster Christmas in September NECA Show issue (at their August level), at their regular already heavily discounted S+LSS rate. August S+LSS advertisers are also entitled to run additional advertising (beyond their August 2009 level) at an additional discount of 10%. No other S+LSS discounts apply. For more information, contact your *ELECTRICAL CONTRACTOR* marketing representative.

**September NECA Show Product Showcase Section:** Advertisers in the September Issue and who exhibit at the NECA Show in Boston can run a 4

color product release in this special section. Products are showcased, 6/page and distributed to our entire 85,300 audience along with bonus distribution at the show. It is a powerful tool to boost your products and your message. Price is \$400net/product. See your Marketing Representative for more detail.

## ECMAG.COM

Current print content appears in digital format along with unique content that generates 300,000 average page views per month. Please refer to our rates and mechanical specs page.

Choose from an array of expanded electronic services and advertising opportunities to make your investment in *Electrical Contractor* magazine even more cost- and reach-effective.

- **INCREASED BRAND AWARENESS:**

Reinforce/synergize your EC magazine print message. Reach thousands of additional contractors who rely on the Web, beyond/in place of print as a significant information source.

Introduce new products, services, etc., with all response directly linked to your Web site.

- **CONTENT CATEGORY PREFERENTIAL**

**DISPLAY:** As users view and search online content, ads associated with related key words and categories will always display on the associated article pages and search results. These are premium opportunities to keep your message at top of mind and on target with your marketing objectives.

- **PROMINENT PLACEMENT:** Your ads will appear in the most visible places throughout the site. Limited rotations/location give your message even more visibility.

- **CLICKABILITY:** Bring potential clients directly to your customized web sales message site with linked advertisements.

- **MEASURABLE RESULTS:** You receive a detailed monthly report of click numbers, click-throughs, unique visitors, number of ad displays, etc. [ECmag.com](http://ecmag.com) is the only industry Web site to document Web traffic using the BPA Interactive Audit. In addition, the magazine tracks traffic using WebTrends and Google Analytics. A detailed report can be provided to customers upon request.

# OPPORTUNITIES *(continued)*

- **ADVERTISING PACKAGES:** Reach more customers and increase your brand awareness by bundling your print advertisements with your online versions. Talk to your marketing representative about available print and online ad bundling/packages.
- **VIDEOS** –Potentiate the power of your supplied 3-5 minute product demo, new promotion or corporate statement video on our new video site, at a cost effective rate. As a bonus, we will place your vertical banner ad on the same page with your video. Increase traffic to your site. This banner may require a slight change in banner size. See your Marketing representative for details.
- **WHITE PAPERS** – Select “White Papers/Case Studies”, unavailable in our print versions, can be incorporated in a new space on our site. Many manufacturer customers have invested in and developed meaningful and important to the industry statements announcing new technology, techniques and ideas. This section is our effort to give those meaningful contributions more industry wide visibility, and to offer a professionally presented opportunity for “due credit” to those who developed them. Topics must be of general industry interest and informational value. While corporate and/or product mentions within the paper are certainly acceptable. Overt “advertorials” are not. Final content subject to Publisher review and acceptance.
- **WEBINARS** – These are one hour, sponsored (single or multiple) online, single topic sessions on a virtually unlimited series of topics of interest to the *Electrical Contractor* audience. Discussions led by industry leaders and topic experts. Sponsors receive a full menu of pre/post conference promotion, access to registration lists, and prominent placement and mention of sponsorships. Package priced at \$14,500 net for 2010.
- **FEATURED SPONSORSHIPS:** Special placement with text ads on the home page are available.
- **VARIETY OF SIZES/SHAPES TO SPREAD YOUR MARKETING MESSAGES:** Buy one, buy them all. With a number of different sizes and shapes to our online ads, you could spread your message to different audiences throughout the site.

In mid 2010, look for the introduction of topic specific electronic “newsletters”, with sponsor opportunities.

**For more customized online sponsorship ideas, please talk with your marketing representative.**

## ELECTRI-BLAST

Your message can be directly linked to your website via our opt-in email database of more than 30,000 *Electrical Contractor* subscribers. Message can be formatted text only or text and color graphics. Delivery rate is 85% with an above industry average click-through rate of 2%.

| PLACEMENTS            | POSITIONS         |
|-----------------------|-------------------|
| 1x per year           | 54 cents per name |
| 3x per year           | 52 cents per name |
| 6x per year           | 49 cents per name |
| More than 6x per year | Consult Publisher |

**For more information,** contact your marketing representative or the circulation manager, Astra Hudson, at 301-215-4517 or [astra.hudson@necanet.org](mailto:astra.hudson@necanet.org)

## 2010 OFFICIAL NECA SHOW DIRECTORY AND BUYER'S GUIDE

NECA Show attendees represent the industry's largest gathering of major purchase decision makers. The official 100+ page guide presents an opportunity to reach thousands of contractors, who represent +40% of total industry dollar volume, when they are focused on planning for and learning more about their industry.

**Exhibitors and September issue advertisers—** Manufacturers who exhibit at the NECA Show and run a ¼ page (or more) advertisement in the September issue of *Electrical Contractor* or August of *Security + Life Safety Systems*.  
**Cost: \$1,200 net per page.**

### Benefits include:

- Repeat full page ad in directory at no additional charge
  - Bold listing in alphabetical section
  - Reference to display ad
- Exhibitors not advertising in September issue of *Electrical Contractor*—\$1,450 net per page

# OPPORTUNITIES *(continued)*

## INSERTS

We deliver your insert to our highly targeted audience on a full run or regional basis. All inserts are priced net (no advertising agency commission included).

### Specifications:

Paper weight 70-lb. to 100-lb. text stock.

### Size of page when bound in magazine:

8-1/8 × 10-7/8 inches.

### Furnished size:

8-1/2 × 11-1/4 inches, allowing for 3/16-inch trim top, bottom and side of page, and 3/16-inch at binding edge. Keep live matter 1/4-inch away from trim of margin and 1/2-inch from gutter.

NOTE: Supplied inserts are jogged to the bottom of the page. Please plan layout accordingly. Magna Strip is available at \$42/thousand extra (net). Fugitive Glue Tipping is available at \$42/thousand extra (net).

### Shipping instructions for inserts:

Each shipment must have a packing slip providing the following information:

- Quantity—include total number of inserts and counts per carton.
- Advertiser's name
- Publication name
- Issue date of insertion(s)
- Samples of insert attached to outside of carton

Ship on wooden skids—postal and plastic skids not accepted. Inserts should be shipped folded.

## FULL RUN INSERTS

**Frequency:** Each insert is considered as one insertion (regardless of number of pages in insert) for regular rate frequency discounts.

| RATES     |                      |
|-----------|----------------------|
| 1-4 pages | \$4,580 per page net |
| 6-8 pages | \$4,100 per page net |
| 8+ pages  | Consult Publisher    |

A single page printed both sides is counted as two pages.

## REGIONAL INSERTS

**Four regional breakouts are offered for each issue:**

| REGION          | APPROXIMATE CIRCULATION |
|-----------------|-------------------------|
| Northeast       | 19,400                  |
| South/Southeast | 25,900                  |
| Midwest         | 22,200                  |
| West            | 17,800                  |

## REGIONAL RATES

|                   |                      |
|-------------------|----------------------|
| 2 pages (minimum) | \$3,680 per page net |
| 4 pages           | \$3,300 per page net |

Regional inserts must be supplied fully printed both sides. No backup is available.

### Ship inserts to:

Char Cain  
Account Manager  
Worldcolor  
1700 James Savage Road  
Midland, MI 48642-5897  
800-448-4288, ext. 1434

## EDITORIAL REPRINTS

High quality reprints of *Electrical Contractor* articles are available in any quantity. Extend coverage to your Web site with custom packages to include an e-print of articles.

**For more information and specific pricing, please contact:** McNeill Group, 1-800-394-5157, ext. 25, or on the web at [www.mcneill-group.com](http://www.mcneill-group.com).

# OPPORTUNITIES *(continued)*

## MARKETPLACE "A MINI TRADE SHOW IN PRINT"

Our product showcase presents 8 units per page in a special section of the magazine that appears every other month. Introduce or update a product or literature with response linked or directed to your website. This low cost, quick hit vehicle pays big inquiry dividends.

| MARKETPLACE RATES   |              |
|---------------------|--------------|
| 1-3x per year       | \$1,500 each |
| 4-6x per year       | \$1,400 each |
| 7x or more per year | \$1,300 each |

Marketplace ad units are priced net (based on a 12 month contract period). *Electrical Contractor* reserves the right to edit advertiser copy that exceeds word limitations.

## LIST RENTAL

The complete circulation list of *Electrical Contractor* is available for rent in any configuration of title and/or geographic region.

| ADVERTISER RATES  |            |
|---|------------|
| <b>\$170/thousand names regardless of list selection.</b>                             |            |
| EC total database<br>(includes all nonqualified, such as engineers, architects, etc.) | \$175/M    |
| EC subscribers<br>(electrical contractors only)                                       | \$190/M    |
| S+LSS subscribers<br>(electrical contractors only)                                    | \$205/M    |
| Residential subscriber ECs only   | \$205/M    |
| NECA subscribers  | \$800/Flat |

Available Specific Category List Selections (Based on June 2008 BPA)  
Minimum list order is 5,000 names.

### For further information and specific list selections, please contact:

Barbara Higgins  
Bethesda List Center, Inc.  
4300 Montgomery Avenue, Suite 204-B  
Bethesda, MD 20814-4463  
301-917-4870 (fax)  
bhiggins@bethesda-list.com or  
www.bethesda-list.com

## CLASSIFIED ADVERTISING

Classifieds appear in a special section of the magazine monthly and present a low cost way to get exposure on a limited budget.

### For rates, mechanical and all other information, please contact:

McNeill Group, 1-800-394-5157, ext. 42, or on the website at [www.mcneill-group.com](http://www.mcneill-group.com).

## ADVERTISER SUPPORT SERVICES

*Electrical Contractor* magazine offers the most complete selection of free marketing support services for its advertisers than any magazine in the industry. No charge bonus market support services are dependent on display advertising volume. For more information, contact your *Electrical Contractor* marketing representative.

## RESEARCH

Four times a year, February, May, August and November, display advertisers can participate in the Baxter Research Corporation Research Study free of charge. This research measures the effectiveness of your ad in that issue among total readers and competitors. A detailed report is provided.

## INDUSTRY DATA

*Electrical Contractor* provides some of the most detailed data about the industry and the contractors who work within it, including primary and secondary research. We can produce custom studies covering the span of focus groups, mail research and online surveys and polls. Ask your marketing representative about the competitive reader preference study challenge.

# CONTACTS

## PUBLISHER

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**F.** 805-520-2837

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**DONNA HARBACEK**

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**STATES:** CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA (ZIP 17000 and up), RI, VA, VT (& Quebec)

**P.** 732-495-6660

**F.** 732-495-6976

**E.** [cal.hart@comcast.net](mailto:cal.hart@comcast.net)

### ■ SOUTH/SOUTHEAST

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**P.** 281-855-0470

**F.** 281-855-4219

**E.** [gl@lindenassoc.com](mailto:gl@lindenassoc.com)

**DOUG FIX**

**STATES:** AL, GA, MS, NC, SC

**P.** 770-740-2078

**F.** 770-740-1889

**E.** [dfix@bellsouth.net](mailto:dfix@bellsouth.net)

