

## AUDIENCE

Thousands of unique users who want to learn more about the latest in electrical contracting products, services, industry news, and key trends to enhance their business success and solve problems visit ECmag.com each month. Site data, tracked with WebTrends, Google Analytics and BPA, documents the unprecedented growth of ECmag.com since 2006.

## CONTENT

In the tradition of excellence you expect from *Electrical Contractor*, the innovative news and information we provide to the electrical contractor community online has resulted in ECmag.com now recognized as the industry's most accessed, reliable and user-friendly site in the industry.

The content offered on ECmag.com includes editorial published in our print edition plus a large amount of relevant content only found online. All content is fully searchable by key word, category, author, etc. ECmag.com also features new advertising and unique sponsorship options.

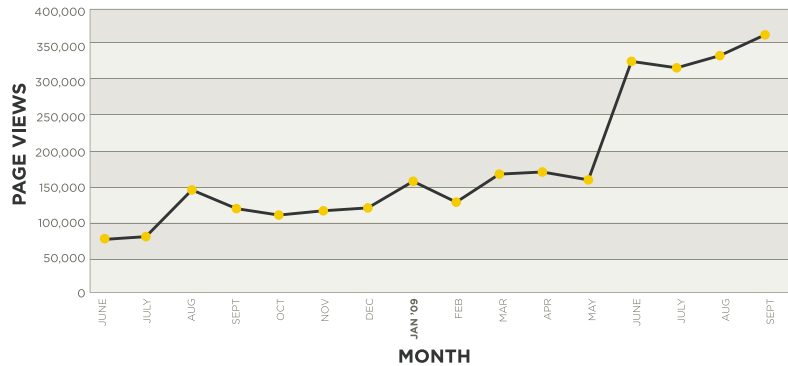
**Site visitors can access and benefit from the following content, some of it updated daily:**

- industry news posts
- selected manufacturer white papers
- case studies
- product demo/corporate message videos
- webinars
- market research studies
- *Electrical Contractor* magazine archive
- podcasts
- polls
- Web site exclusives
- expanded features and profiles

## ARTICLE PAGE VIEWS

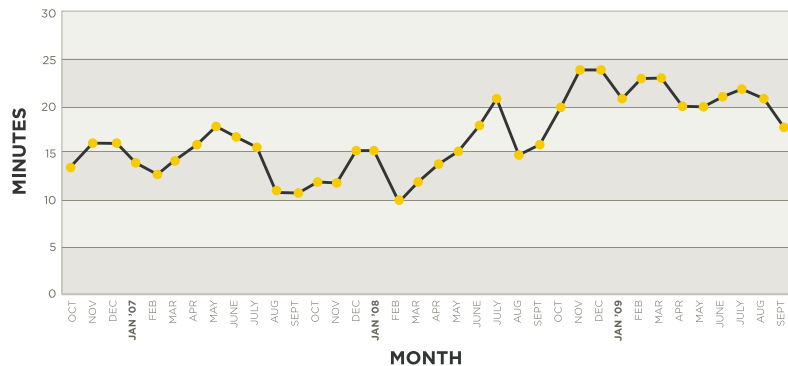
The Article section creates a tremendous opportunity for increased visibility and click through activity for our Web site advertisers.\*

Article page views (excluding home and search pages) are a key component of site success. Site visitor engagement with our content increased 200% last year with 300,000+ average page views a month.



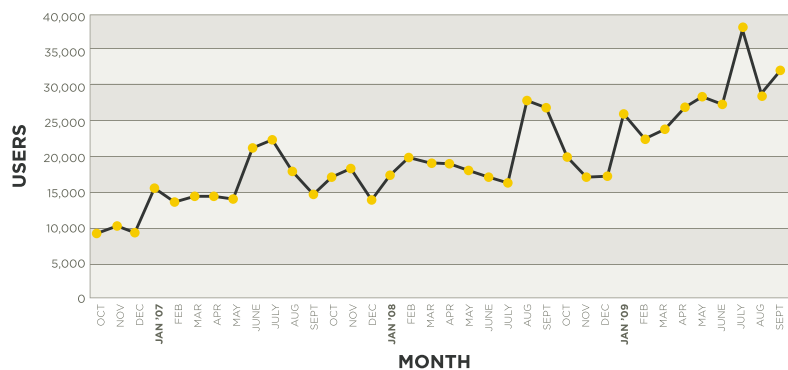
## AVERAGE VISIT LENGTH

Site visitors stay on ECmag.com more than 20 minutes\*



## UNIQUE USERS

ECmag.com delivers a high number of unique visitors each month.\*



\*Source: WebTrends

## HOMEPAGE

AD SIZE	AVAILABLE SLOTS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Full Banner - 468 x 60 (Top)	1	Flash, Animated or Static; Less than 20K	\$1,600
Full Banner - 468 x 60 (Bottom)	1	Flash, Animated or Static; Less than 20K	\$1,300
Double Stack - 234 x 120	1	Flash, Animated or Static; Less than 12K	\$1,500
Button (w/text) - 125 x 125	3	<b>Featured Sponsors Button w/ text</b> no more than 75 characters, incl. spaces Flash, Animated or Static; Less than 12K	\$1,250

**Up to 4 rotations available for ads**

**Three month minimum contract required.**

**Frequency discounts:**

6 Months = 5% discount;  
12 Months = 7% discount

Rates net (no agency commission) and billed quarterly in advance.

**Formats:**

Flash ads must be in swf format

All non Flash animated ads must be gif format

All static graphics must be jpg, gif or png format

**3-5 minute supplied video:**

\$2,000 net/month

**White papers:**

\$2,000 net/month

## S+LSS/EC HOMEPAGE PACKAGE

AD SIZE	AVAILABLE SLOTS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Full Banner - 468 x 60 (Top)	1	Flash, Animated or Static; Less than 20K	\$1,750
Full Banner - 468 x 60 (Bottom)	1	Flash, Animated or Static; Less than 20K	\$1,550
Banner - 234 x 60 (w/ double stack)	1	Flash, Animated or Static; Less than 12K	\$1,700
Button (w/text) - 125 x 125	3	<b>Featured Sponsors Button w/ text</b> Flash, Animated or Static; Less than 12K	\$1,500

## ARTICLE PAGE

AD SIZE	AVAILABLE SLOTS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Vertical Skyscraper - 120 x 600	1	Flash, Animated or Static; Less than 20K	\$1,800
Vertical Banner - 120 x 240	1	Flash, Animated or Static; Less than 20K	\$1,500
Full Banner - 468 x 60 (Top)	1	Flash, Animated or Static; Less than 20K	\$1,550
Full Banner - 468 x 60 (Bottom)	1	Flash, Animated or Static; Less than 20K	\$1,150
Button (w/o text) - 125 x 125	3	Flash, Animated or Static; Less than 12K	\$1,000

## ARCHIVES/SEARCH RESULTS PAGE PACKAGE

AD SIZE	AVAILABLE SLOTS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Vertical Skyscraper - 120 x 600	1	Flash, Animated or Static; Less than 20K	\$1,200
Full Banner - 468 x 60	1	Flash, Animated or Static; Less than 20K	\$1,000
Vertical Banner - 120 x 240	1	Flash, Animated or Static; Less than 20K	\$950
Button (w/o text) - 125 x 125	3	Flash, Animated or Static; Less than 12K	\$700

## 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)

# 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.**

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1x per year	54 cents per name
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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 (includes all nonqualified, such as engineers, architects, etc.)	\$175/M
EC subscribers (electrical contractors only)	\$190/M
S+LSS subscribers (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

**JOHN W. MAISEL**

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**F.** 301-215-4501

**E.** [jwm@necanet.org](mailto:jwm@necanet.org)

## ASSOCIATE PUBLISHER

**DONNA L. BAILEY**

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**F.** 301-215-4501

**E.** [dlb@necanet.org](mailto:dlb@necanet.org)

## MARKETING REPRESENTATIVES

### ■ WEST

**FRANK DANTONA**

**STATES:** AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY (& Alb., B.C. & Sask.)

**P.** 805-520-2836

**F.** 805-520-2837

**E.** [fmdmedia@spacesales.com](mailto:fmdmedia@spacesales.com)

### ■ MIDWEST

**KEITH KRUEGER**

**DONNA HARBACEK**

**STATES:** IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, PA (ZIP 16999 down), SD, TN, WI, WV (& Ontario and Manitoba)

**P.** 708-486-0520

**F.** 708-486-0525

**E.** [keith@publishersresource.net](mailto:keith@publishersresource.net)

**E.** [donna@publishersresource.net](mailto:donna@publishersresource.net)

### ■ NORTHEAST/MID-ATLANTIC

**CALVIN COBB HART**

**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

**GARY LINDENBERGER**

**STATES:** AR, FL, LA, MS, OK, TX

**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)

