

ADVERTISER SUPPORT SERVICES

ELECTRICAL CONTRACTOR offers a complete selection of paid and nonpaid marketing support services for its advertisers. Nonpaid bonus market support services are dependent on display advertising volume. For more information, contact your ELECTRICAL CONTRACTOR Marketing Representative.

ELECTRI-BLAST

Your sales message can be directly linked to your website via our opt-in email database of more than 35,000 ELECTRICAL CONTRACTOR subscribers. Message can be formatted text-only or text and color graphics. Delivery rate is 80% with an above industry average click-through rate of 2%.

PLACEMENTS	RATES
1x per year	59 cents per name
3x per year	57 cents per name
6x per year	54 cents per name
More than 6x per year	Consult Publisher
Non-Advertisers	70 cents per name

For more information, contact your Marketing Representative or the circulation manager, Astra Hudson, at 301-215-4517 or astra.hudson@necanet.org.

THE QUARTER PAGE CONNECTION

This ad model is designed to be a cost-effective print and web opportunity for those advertisers with quality products and limited marketing budgets. Advertisers participate in the full spectrum of ELECTRICAL CONTRACTOR advertiser benefits at a reasonable cost, which includes:

- Listing in the advertiser index
- Ad readership studied by Baxter Research (in applicable issues)
- Separate URL with link to your website
- For each quarter page connection ad, a 30-day rotating button on the ecmag.com homepage, with a link to their website

The page consists of four 1/4-page, four-color ads. Choose either a six or 12 time frequency. Six time rate is \$3,000 net per ad. Twelve time rate is \$2,500 net per ad. Use specs from our regular 1/4-page mechanicals.

EDITORIAL REPRINTS

High-quality reprints of ELECTRICAL CONTRACTOR and S+LSS articles are available in any quantity. Extend coverage to your website with custom packages to include an electronic 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.

MARKETPLACE

“A MINI TRADE SHOW IN PRINT”

Our product showcase presents eight ad units per page in a special section of the magazine that appears six times a year, starting in February EOM. Introduce a product or include company literature; you can direct readers to your website for more details. 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.

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, mechanicals and all other information, please contact: McNeill Group, 1-800-394-5157, ext. 42, or on the website at www.mcneill-group.com.

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. ELECTRICAL CONTRACTOR also provides some of the most informative data about the industry and the contractors who work within it, including primary and secondary research. We also can produce custom studies including focus groups, mail research and online surveys and polls. Ask your Marketing Representative about the competitive reader preference study challenge.

MARKETING OPPORTUNITIES *(continued)*

LIST RENTAL

The complete circulation list of ELECTRICAL CONTRACTOR is available for rent in any configuration of title and/or geographic region.

ADVERTISER RATES	
\$185 per thousand names regardless of list selection	
EC total database (includes all nonqualified, such as engineers, architects, etc.)	\$190/M
EC subscribers (electrical contractors only)	\$205/M
S+LSS subscribers (electrical contractors only)	\$205/M
Residential subscriber ECs only	\$205/M
NECA subscribers	\$800/F

Available Specific Category List Selections (Based on June 2011 BPA)
Minimum list order is 5,000 names. Select charges will apply.

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
301-986-1455(phone) 301-907-4870 (fax), bhiggins@bethesda-list.com or www.bethesda-list.com

SEPTEMBER ISSUE AND NECA SHOW OPPORTUNITIES

CHRISTMAS IN SEPTEMBER

Our annual "Christmas in September" ad program is a once-a-year effort to thank you for your business and to help you increase your advertising effectiveness at a value that is well below market rate. Your ad will appear 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 2012 issue that equals the display space that was run in the September 2011 issue (using their regular earned frequency rate). Those advertisers can run additional ad units (up to their September 2011 level) at a discount of 60% off their normal frequency rate. Note: The 60% applies only to the individual advertising company, not to the other separate divisions of the parent corporation. S+LSS advertisers in the August 2012 S+LSS supplement are eligible to run advertising space in our NECA Show issue (at their August level), at their regular heavily discounted S+LSS rate. August S+LSS

advertisers are also entitled to run additional advertising (beyond their August 2011 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

Display advertisers in the September issue who exhibit at the NECA Show in Las Vegas can run a four-color product release in this a special section in the September issue. Products are showcased, six per page, and distributed to our entire 85,000+ audience along with bonus distribution at the show. It is a powerful tool to boost your products and your message. Price is \$450 net/product. Ask your Marketing Representative for more details.

2012 OFFICIAL NECA SHOW DIRECTORY AND BUYER'S GUIDE

NECA Show attendees represent the industry's largest gathering of decision-makers. The official 150+ page guide, which is distributed at the show, presents an opportunity to reach thousands of contractors, who represent more than 40% of total industry dollar volume. **Exhibitors and September issue advertisers can purchase space in the directory.** Manufacturers who exhibit at the NECA Show and run a ¼ page (or larger) display advertisement in the September issue of ELECTRICAL CONTRACTOR (or August of SECURITY + LIFE SAFETY SYSTEMS) would get, at a cost of \$1,300 net per page:

- Full-page ad in directory
- Bold listing in alphabetical section
- Reference to display ad

Exhibitors not advertising in September issue of ELECTRICAL CONTRACTOR: \$2,000 net per page

VIDEO SPOTS AT NECA SHOW

In Las Vegas, enhance and showcase your visibility and footprint with a limited-edition, 30-second professional quality spot played every 15 minutes, 24/7 in every NECA Show hotel room's dedicated channel, on every shuttle bus, and on dedicated media walls on the show floor. Each day, a professionally produced "news show/highlight" video will be created and broadcast. Commercial spots are limited to just 6 sponsors. Cost for a sponsor-supplied 30-second spot is just \$5,000 (net each). **Need production help?** Oswego Creative (a program producer) can work with you to help create/edit, etc., for a reasonable additional production charge.

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:

8¹/₈ × 10⁷/₈ inches.

Furnished size:

8¹/₂ × 11¹/₄ 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
 Quad Graphics
 1700 James Savage Road
 Midland, MI 48642-5897
 800-448-4288, ext. 1434