

2012 ECMAG.COM WEBSITE ADVERTISING RATES AND POSITIONS

HOME PAGE AD SIZE	AVAILABLE POSITIONS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Enhanced Peel-Back: 700 x 700 Teaser: 75 x 75	1	Flash, Animated or Static only; Less than 24MB (only two rotations available)	\$3,680
Full Banner: 468 x 60 (Top)	1	Flash, Animated or Static; Less than 24MB	\$1,930
Full Banner: 468 x 60 (Bottom)	1	Flash, Animated or Static; Less than 24MB	\$1,580
Expanding Double Stack: 468 x 240	1	Flash, Animated or Static; Less than 24MB (only two rotations available)	\$2,940
Double Stack: 234 x 120	1	Flash, Animated or Static; Less than 24MB (only two rotations available)	\$1,820
Button (w/text): 125 x 125	3	Featured Sponsors Button w/ text (no more than 75 characters, incl. spaces) Flash, Animated or Static; Less than 24MB	\$1,510

ARTICLE PAGE AD SIZE	AVAILABLE POSITIONS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Peel-Back: 300 x 300 Teaser: 75 x 75	1	Flash, Animated or Static only; Less than 24MB (only two rotations available)	\$3,680
Vertical Skyscraper: 120 x 600	1	Flash, Animated or Static; Less than 24MB	\$2,270
Vertical Banner: 120 x 240	1	Flash, Animated or Static; Less than 24MB	\$1,890
Full Banner: 468 x 60 (middle)	1	Flash, Animated or Static; Less than 24MB	\$1,950
Full Banner: 468 x 60 (bottom)	1	Flash, Animated or Static; Less than 24MB	\$1,450
Button (w/o text): 125 x 125	3	Flash, Animated or Static; Less than 24MB	\$1,260

S+LSS AD SIZE	AVAILABLE POSITIONS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Full Banner: 468 x 60 (Top)	1	Flash, Animated or Static; Less than 24MB	\$780
Full Banner: 468 x 60 (Bottom)	1	Flash, Animated or Static; Less than 24MB	\$570
Half Banner: 234 x 60	1	Flash, Animated or Static; Less than 24MB	\$470
Button (w/text): 125 x 125	3	*Featured Sponsors Button w/ text Flash, Animated or Static; Less than 24MB	\$420

ARCHIVE, SEARCH RESULTS PAGE AD SIZE	AVAILABLE POSITIONS	DESCRIPTION	MONTHLY NET (PER ROTATION)
Vertical Skyscraper: 120 x 600	1	Flash, Animated or Static; Less than 24MB	\$1,250
Full Banner: 468 x 60	1	Flash, Animated or Static; Less than 24MB	1,040
Vertical Banner: 120 x 240	1	Flash, Animated or Static; Less than 24MB	\$990
Button (w/o text): 125 x 125	3	Flash, Animated or Static; Less than 24MB	\$730

ALL PRICES ARE BASED ON A THREE-MONTH MINIMUM CONTRACT.

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

All prices are net
(no agency commission).

ALL RATES ARE BILLED THREE MONTHS IN ADVANCE.

All flash ads must be in *swf* format & submitted with *animated/static* version.

All animated/static files must be in jpg, gif or png format.

Up to 4 rotations available for all ads, except where noted.

3-5 MINUTE SUPPLIED VIDEO:

\$2,000 net/month

WHITE PAPERS:

\$2,000 net/month

ELECTRI-BLAST

Your 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
Non-Advertiser	70 cents

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

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■ WEST

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■ MIDWEST

KEITH KRUEGER

DONNA HARBACEK

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CALVIN COBB HART

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■ SOUTH/SOUTHEAST

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