

## Electrical contractors represent a \$130 billion and growing marketing opportunity for suppliers of an ever-broadening range of products and services.

Some of the key areas that electrical contractors venture into include the design, specification, installation and servicing of the following systems:

- Traditional electrical power transmission and distribution systems and the controls that ensure their proper function
- High performance, fully integrated building systems and controls, including those for communication, security, fire, life safety and building automation.

Moreover, electrical contractors are increasingly being relied on to integrate the power and building systems into a fully functioning, environmentally friendly, energy efficient and sustainable facility.

In addition, electrical contractors purchase or lease tens of millions of dollars in the vehicles, tools, equipment and management services necessary to help them effectively complete their projects and grow their business.

### MARKET STATISTICS KEY MARKET SEGMENTS

Electrical contracting firms typically work on a variety of building and project types, including new construction, renovation and service/maintenance activity.

- **53%** work in commercial, industrial, and institutional (CII)
- **42%** in residential (single and multifamily)
- **5%** in nonbuilding (power lines, highway, bridge, airport and traffic lighting, and emerging power generating systems that include solar, wind, EV charging etc.)

### FIRM STATISTICS

- More than **62,000** individual firms (U.S. Census/Bureau of Labor Statistics)
- More than **700,000** employees (U.S. Census/BLS)
- It's a classic **80/20** market; roughly, 13% of firms do 71% of dollar volume
- **72%** firms have fewer than **10** employees.

### SIGNIFICANT INDUSTRY TRENDS

Increased owner and tenant demands for better designed, more energy-efficient, sustainable, environmentally friendly facilities is driving dramatic changes in both the role and scope of activity for the electrical contractor community. These changes directly affect how, what and to whom suppliers communicate and translate directly to their bottom line sales.

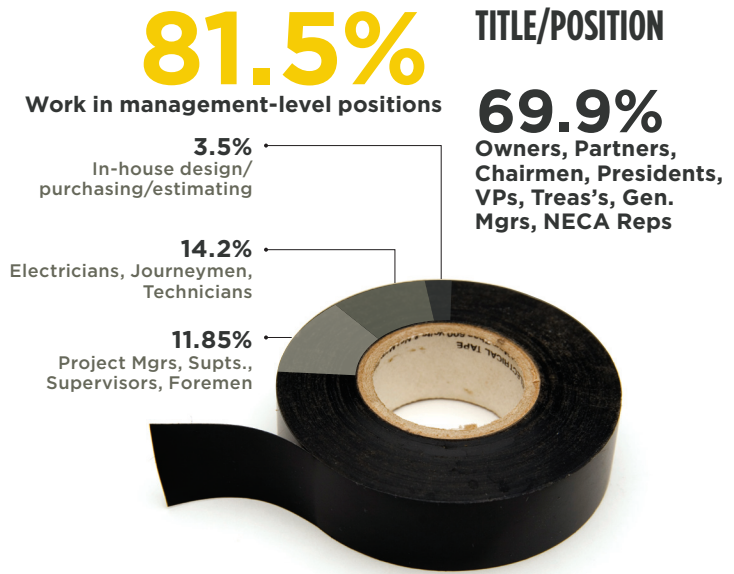
### KEY MARKET CHANGES

The traditional thought processes in construction have changed, spurred on by better answers to common questions.

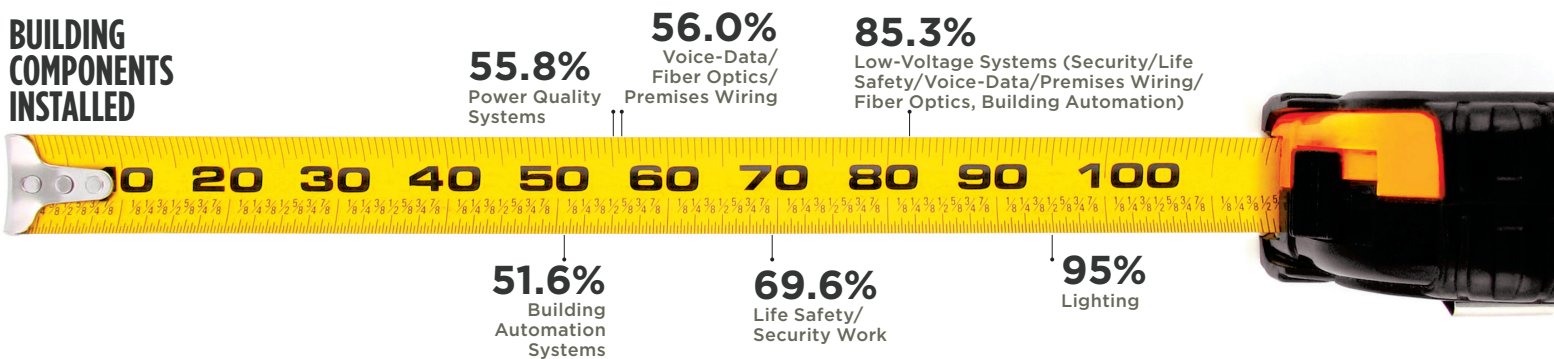
- **“What is a building?”** The basic concept of a building has shifted. In the past, individual building systems and controls were highly optimized but had no interaction with “sister” systems, which was overall very inefficient. Now, the building becomes the system, and all individual systems (power and low voltage) are totally integrated, intercommunicative and active.
- **How are buildings designed and delivered?** The inefficient traditional design/bid/build project delivery system has shifted to a much preferred, more collaborative design/build process. More than 80% of electrical contractors now derive a majority of their total revenue from direct participation in the design/build processes. They sit at the design/specification table more often and as a trusted, team partner.
- **How are specs written?** The electrical specification process has transformed, with the electrical contractor playing an increasing and key role in product/brand influence and selection. More than 80% of all electrical specs are either multiple, equal or performance-based. Final product/brand selection is delegated to the electrical contractor. In addition, well over 40% of specs are delivered to the contractor “incomplete” leaving final design details to the electrical contractor.
- **What does the building owner want?** Building owners increasingly demand single source responsibility for design, specification, integration and maintenance of all systems, including both traditional power and low voltage systems.

# ELECTRICAL CONTRACTOR AUDIENCE

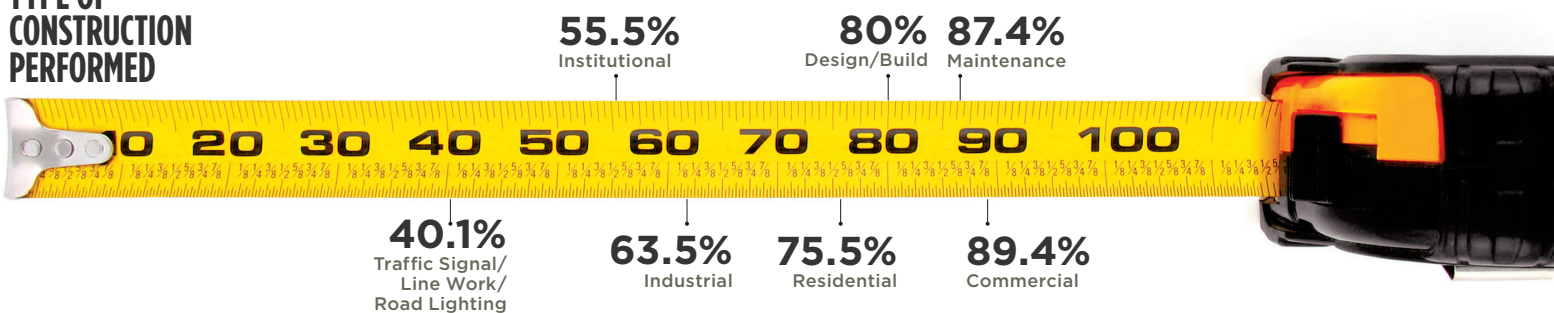
**ELECTRICAL CONTRACTOR is the leading information provider serving the \$130 billion commercial, industrial, institutional, residential and nonbuilding electrical contracting community. It delivers your brand and message to 85,285 contractors responsible for over 90% of total market dollar volume. More than 70% of our audience make brand decisions for electrical products and systems. Electrical contractors have migrated from primarily being a product installer to an integral partner in product and system specification, selection and design.**



## BUILDING COMPONENTS INSTALLED



## TYPE OF CONSTRUCTION PERFORMED



Source: June 2011 BPA  
July 2010 Profile of The Electrical Contractor Research

# ELECTRICAL CONTRACTOR MAGAZINE CONTENT

**ELECTRICAL CONTRACTOR consistently delivers the largest, most complete, timely and compelling management-level editorial package addressing the totality of our 85,370 readers' varied and ever-growing informational needs.**

Each issue provides readers with the educational tools needed to successfully manage and profitably grow their businesses. It also offers the ability to further enhance their influence in specification and design. Content covers key activities both in the field and at the office. A typical issue contains a balanced, "through-the-book" menu that includes features, industry news, National Electrical Code content, new products and much more.

## **TO SEE WHAT'S IN STORE IN 2012, TURN TO THE FULL 2012 EDITORIAL CALENDAR.**

In addition, at least four times per year, we publish an 8-to-12 page special report, covering in-depth areas of critical import to the industry. Topics include the annual construction outlook, residential, green construction, the annual NECA Show issue and lighting. In 2011, we added a special supplement issue focusing on the emergence of LEDs for general illumination, a topic that returns for the April 2012 issue theme. Again, check out the 2012 editorial calendar to see what's scheduled for the year ahead.

## **THE PROFILE OF THE ELECTRICAL CONTRACTOR**

Every two years, the magazine conducts a benchmark research study, called the Profile of the Electrical Contractor, that takes the temperature of the electrical construction industry. The Profile study shapes the editorial product of this magazine, by determining the extent of involvement of electrical contractors

in a number of areas, from traditional electrical power and power quality to emerging green markets to an increased foray into low-voltage areas such as security, life safety and fire systems. The Profile offers insight to help you better understand just how pervasive the changes in the EC's role in design/specification are to you, whether you're an electrical contractor exploring new business avenues or an advertiser looking to learn more about our market. It's good stuff. Look for extensive coverage of the 2012 Profile in the July issue.

As identified in our ongoing extensive market research, electrical contractors are increasingly involved in low-voltage projects and tackling electronic security, life safety, communications and fire safety systems work. To suit more than **67,000** of our contractor readers' unique informational needs, we offer SECURITY + LIFE SAFETY SYSTEMS. Appearing six times per year—February, every other month—SECURITY + LIFE SAFETY SYSTEMS is a special in-book supplement covering the latest in integration of low-voltage systems. Check out the S+LSS media kit for more information.

To produce this broad menu, ELECTRICAL CONTRACTOR employs, by far, the most experienced editorial contributors in the industry. **The combined market experiences of our 20+ editorial contributing editors is more than 700 years.**

We lead the industry in researching and reporting new and emerging market opportunities such as solar, wind, energy efficiency, sustainability, energy services, design/build, BIM and other collaborative building systems.

Readers prefer our content **3:1** over competing publications, as documented by Baxter Readership Studies conducted four times a year.

# ELECTRICAL CONTRACTOR 2012 EDITORIAL CALENDAR

JANUARY - JUNE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Focus/ Theme of Issue</b>	<b>Construction Outlook:</b> This issue will include economic predictions for the upcoming year, a look at what OSHA plans to do in 2012 and more. • Construction Outlook 2012 • 2012 OSHA Outlook • NFPA 70E 2012 Update • T12 Phase-Out • Other New Lamp Regs. • The Energy Industry Outlook	<b>Renovation:</b> Stories in this issue will deal with the market for renovations in residential and CII markets. • Safety in Historic Structures • Capitalizing on the Upgrades Market • Historic Building Upgrades • Energy Modeling • Streetlight Retrofits	<b>Residential Special Report:</b> Columns and features will focus on electrical and low-voltage opportunities in the residential market. • Changing Face of TV • Wireless in the Home • Electric Heat (Radiant Snow and Ice Melt) • Multifamily Residential Housing Opps. • High-End Resi. Market • Residential Solar	<b>Solid State Lighting/LEDs and Controls:</b> Stories will detail the increasing potential for ECs in the use and implementation of LEDs and SSL. • LED Notes • Outdoor Commercial Applications for LEDs • Sharp Skills for SSL • LED Recessed Downlights • Conspicuous Conservationists • Social Media	<b>Safety:</b> The magazine will observe National Electrical Safety Month with features that deal with electrical safety for electricians and their customers. • Job Safety for Supervisors • Zero Energy, Zero Injuries • Arc Flash Mitigation • Safety Benchmarking • OSH Review • Disaster Recovery for Customers	<b>Green Construction Special Report:</b> Included is the potential for ECs in green construction, LEED projects and alternative energy. • PV and Wind Safety • Energy Storage Update • Energy Savings Devices • LEED Volume Program • Commissioning PV Systems • A Look Back and Ahead at Energy Trends
<b>Cabling/ Datacom</b>	• Fiber Optics Column • Cabling Quiz	• Fiber Optics Column • Cabling Quiz • Wire and Cable Column	• Fiber Optics Column • Cabling Quiz	• Fiber Optics Column • Cabling Quiz • Wire and Cable Column	• Fiber Optics Column • Cabling Quiz	• Fiber Optics Column • Cabling Quiz • Wire and Cable Column
<b>Integrated Systems</b>	• Integrated Systems Column • Fire/Life Safety Column • Security Column	• Integrated Systems Column • Fire/Life Safety Column • Security Column	• Integrated Systems Column • Fire/Life Safety Column • Security Column	• Integrated Systems Column • Fire/Life Safety Column • Security Column	• Integrated Systems Column • Fire/Life Safety Column • Security Column	• Integrated Systems Column • Fire/Life Safety Column • Security Column
<b>On the Job</b>	• Residential Column • Safety Column • Estimating Column • Ideas That Work • Arc Flash Safety Column	• Residential Column • Safety Column • Estimating Column • Ideas That Work	• Residential Column • Safety Column • Estimating Column • Ideas That Work • Arc Flash Safety Column	• Residential Column • Safety Column • Estimating Column • Ideas That Work	• Residential Column • Safety Column • Estimating Column • Ideas That Work • Arc Flash Safety Column	• Residential Column • Safety Column • Estimating Column • Ideas That Work
<b>Power Supply/ Quality/ Energy</b>	• Power Quality Column • Energy Management Column	• Power Quality Column • Alternative Energy	• Power Quality Column • Energy Management Column	• Power Quality Column • Alternative Energy	• Power Quality Column • Energy Management Column	• Power Quality Column • Alternative Energy
<b>Codes/ Standards/ Training</b>	• Code in Focus Column • Code Applications Column • Code Comments Column • Code Q&A Column	• Code in Focus Column • Code Applications Column • Code Comments Column • Code Q&A Column	• Code in Focus Column • Code Applications Column • Code Comments Column • Code Q&A Column	• Code in Focus Column • Code Applications Column • Code Comments Column • Code Q&A Column	• Code in Focus Column • Code Applications Column • Code Comments Column • Code Q&A Column	• Code in Focus Column • Code Applications Column • Code Comments Column • Code Q&A Column
<b>Business/ Legal</b>	• Financial Column • Legal Column	• Financial Column • Utility Business Column • Services/Maintenance Column	• Financial Column • Legal Column • Energy Services Column	• Financial Column • Utility Business Column • Services/Maintenance Column	• Financial Column • Legal Column • Energy Services Column	• Financial Column • Utility Business Column • Services/Maintenance Column
<b>Lighting</b>	• Lighting Column • Lighting Features (See Above)	• Lighting Column • Lighting Feature (See Above)	• Lighting Column • Home Controls Feature	• Lighting Column • SSL and Light-Emitting Diode Special Report (See Above)	• Lighting Column	• Lighting Column
<b>Cool Tools</b>	• Crimping Tools	• Clamp Meters	• Conduit Benders	• Cable Pullers	• Connection Tools	• Portable Power
<b>Products</b>	• Showstoppers	• Vehicle Equipment	• Home Automation/ Lighting Controls	• Testers and Meters	• Safety Equipment and Apparel	• Cables, Conduit and Cable Tray
<b>Extras</b>		• Special Report: Standards and Training • Baxter Reader Study		• Special Report: Focus on Cabling	• Baxter Reader Study	• Special Report: Integration, Commissioning & System Design
<b>Bonus Distribution</b>		<b>BICSI</b> Feb. 12-16 Orlando (Jan. and Feb. Issue)	<b>ISC West</b> March 28-30 Las Vegas (Feb. Issue)		<b>Lightfair</b> May 9-11 Las Vegas (April Issue)	

# ELECTRICAL CONTRACTOR 2012 EDITORIAL CALENDAR

JULY – DECEMBER

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Focus/ Theme of Issue</b>	<b>Profile of the Electrical Contractor/Communications Systems and Cabling</b> A special report will cover results from the 2012 Profile of the EC. Also, stories on comm. systems and cabling. • Profile of the EC • Economic Updates • Underground Report • Data Centers • Open Arch. Control Sys.	<b>Design/Build/IPD/BIM Special Report:</b> Features will cover the increased influence of electrical contractors on project design and with project owners on product specification. • BIM Mini-Special Report • D/B Project Delivery • Revit Management • Green Project Mgmt. • D/B Federal Projects • Project Collaboration	<b>NECA Show—Las Vegas:</b> In addition to information for the upcoming NECA Show, features will cover several other aspects of electrical construction. • Injury and Illness Prevention Plans • Service/Mgmt. Software • NEC 2014 Outlook • Energy Economic Modeling • Outside Line Work • Rebate Opps. • Lighting Design 101	<b>Emerging Markets:</b> Stories will provide information on opportunities in emerging markets. • Energy and Water: Plant Siting • Fluorescent/Halogen vs. LEDs • Emerging Green Building Technologies • Fuel Cell Tech./Distributed Energy • Demand Response and Lighting • Smart Meters • Hot Spots in Cool Market	<b>Tools and Equipment:</b> To do their jobs properly, ECs must invest in tools and equipment to use on the job. This issue will discuss some of those. • Host Employer Assessment Programs • Fiber Tools & Equipment • Construction Mgmt. Software • Lighting Manu. and You • Tool Trends • Backup Generators	<b>Lighting Special Report:</b> Features and columns this month will highlight lighting technology, new products, and different lighting applications. • Lighting Retrofits: Selling Points • Dark Skies Update • Lighting and LEED • All About Dimming • Lighting Control Systems Design
<b>Cabling/ Datacom</b>	• Fiber Optics Column • Cabling Quiz	• Fiber Optics Column • Cabling Quiz • Wire and Cable Column	• Fiber Optics Column • Cabling Quiz	• Fiber Optics Column • Cabling Quiz • Wire and Cable Column	• Fiber Optics Column • Cabling Quiz	• Fiber Optics Column • Cabling Quiz • Wire and Cable Column
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<b>Lighting</b>	• Lighting Column • Lamps and Ballasts (Products)	• Lighting Column	• Lighting Column • Lighting Feature (See Above)	• Lighting Column • Lighting Feature (See Above)	• Lighting Column • Lighting Feature (See Above)	• Lighting Column • Lighting Special Report (see above) • Lighting Fixtures (Products)
<b>Cool Tools</b>	• Hammer Drills	• Layout Tools	• Saws	• Label Tools	• Thermal Imaging Tools	• Cutting Accessories
<b>Products</b>	• Lamps and Ballasts	• Boxes, Switches and Receptacles	• NECA Show Products (paid submissions)	• Cabinets, Racks and Enclosures	• Tools and Accessories	• Lighting Fixtures
<b>Extras</b>		• Special Report: Maintenance and Service • Baxter Reader Study		• Special Report: The Residential Market	• Baxter Reader Study	• Special Report: The CII Market
<b>Bonus Distribution</b>	<b>NECA Show</b> Sept. 30–Oct. 3 Las Vegas (Sept. Issue)					

# MARKETING OPPORTUNITIES

## 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](mailto: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](http://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](http://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](http://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.

# MARKETING 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<sup>1</sup>/<sub>8</sub> × 10<sup>7</sup>/<sub>8</sub> inches.

### Furnished size:

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

# ELECTRICAL CONTRACTOR 2012 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 \$7,500 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	\$9,980	\$7,800	\$7,330	\$6,020	\$4,570	\$4,130
3x	\$9,500	\$7,420	\$6,910	\$5,710	\$4,340	\$3,900
6x	\$8,910	\$6,890	\$6,530	\$5,340	\$4,060	\$3,650
9x	\$8,720	\$6,790	\$6,390	\$5,240	\$3,970	\$3,570
12x	\$8,500	\$6,610	\$6,220	\$5,120	\$3,880	\$3,470
15x	\$8,340	\$6,400	\$6,010	\$4,950	\$3,810	\$3,410
18x	\$8,210	\$6,220	\$5,850	\$4,800	\$3,760	\$3,380
21x	\$7,810	\$6,090	\$5,730	\$4,670	\$3,570	\$3,220
24x	\$7,590	\$5,910	\$5,580	\$4,570	\$3,490	\$3,140
MAX	\$7,460	\$5,750	\$5,400	\$4,450	\$3,400	\$3,060

## 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. Publisher will try to accommodate non-premium paid specific position requests when possible, space permitting. However, no specific promise can be made without a firm premium commitment.

**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.

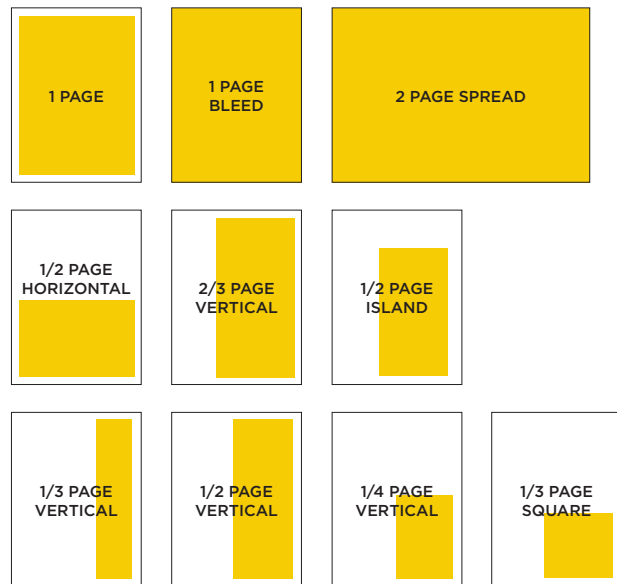
A variety of special creative options are offered for second-, third- and fourth-cover positions as well as inside book, e.g., CDs, gatefolds, fold outs, posters, Post-it notes. Contact your Marketing Representative for details.

# 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 2012 display advertising contracts received at ELECTRICAL CONTRACTOR by December 31, 2011, will be rate-protected at prevailing 2010 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.

NECA Show exhibitors may be denied booth setup privileges unless all outstanding NECA and ELECTRICAL CONTRACTOR and SECURITY + LIFE SAFETY SYSTEMS invoices past due (+90 days) are paid in full by show setup date.

### ADVERTISING MATERIALS SPECIFICATIONS

**Electronic files:** Hi-res, print-ready PDFs are preferred and must meet printer specs (see below for some important file points). Electronic files either must be sent on CD or emailed to Donna Bailey at [dlb@necanet.org](mailto:dlb@necanet.org). Contact Donna L. Bailey at 301-215-4515.

1. See trim size above and note that files should be built according to

final trim size with bleeds on all 4 sides extending 1/8 inch beyond trim. If the ad is intended to bleed, then it should include an additional 1/8 inch bleed on all sides beyond trim. All live matter or type should be at least 1/4 inch inside the final trims.

2. Files being sent are ready for high-resolution output, at least 300 dpi, with no low resolution images.
3. Our specs call for a Version 1.3 PDF. Version 1.3 PDFs do not support transparency. PDF versions above 1.3 may be usable if there are no live transparencies in the file.
4. All fonts used to produce the PDF are provided and embedded in the file in which they are used.
5. Please convert all RGB to CMYK before writing PDF files. Our system will convert RGB to CMYK but the result might be different than expected. The incorrect distiller job options can cause CMYK to convert to RGB. Edit all spot colors to CMYK, if not intending to print them as spot colors before writing file.

# CONTACTS

## PUBLISHER

### JOHN W. MAISEL

P. 301-215-4514

F. 301-215-4501

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

## ASSOCIATE PUBLISHER

### DONNA L. BAILEY

P. 301-215-4515

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)

