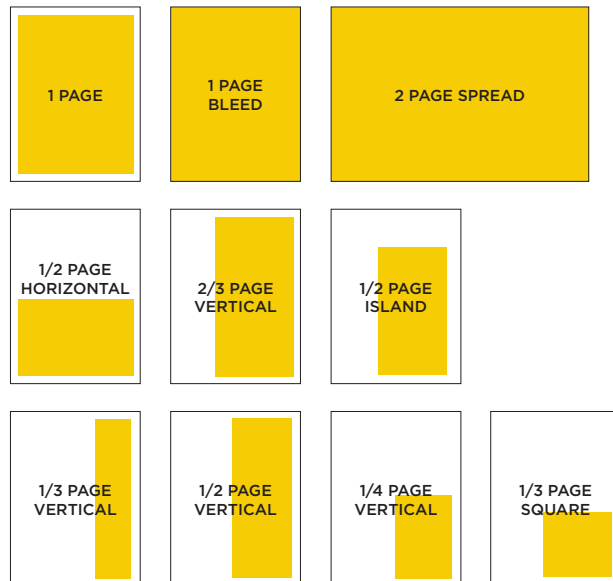


ELECTRICAL CONTRACTOR MECHANICAL SPECIFICATIONS

TRIM SIZE = 8¹/₈ x 10⁷/₈ INCHES

(Allow 1/8-inch top, side, bottom, and binding edge. Bleed size = 8³/₈ x 11¹/₈ inches)

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



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.