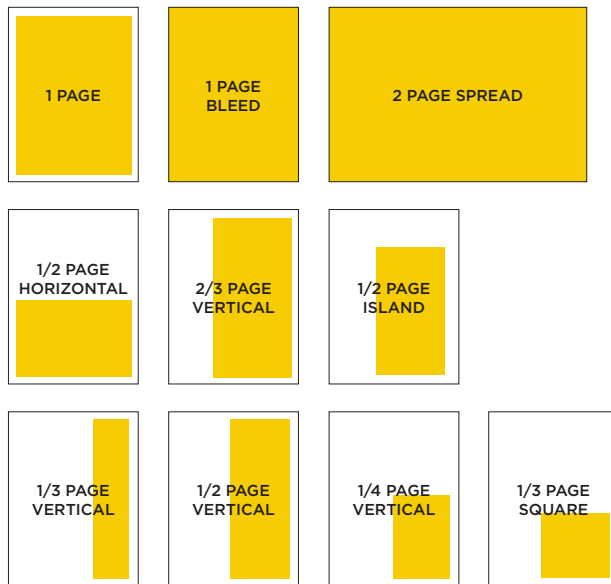


MECHANICAL SPECIFICATIONS

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 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 dldb@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.