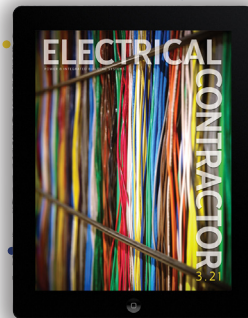
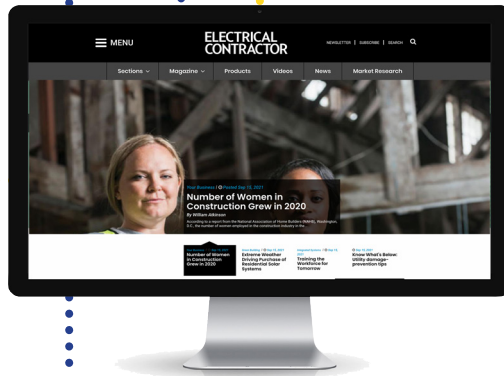




market  
research



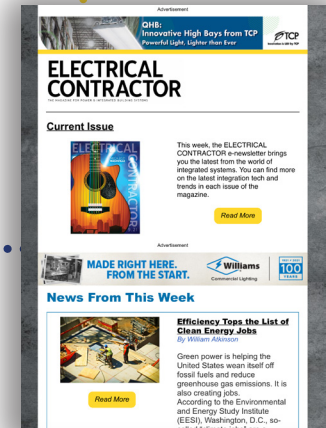
# ELECTRICAL CONTRACTOR MEDIA GROUP



e-blasts



videos



## 2022 MEDIA KIT

audience data, sponsorship opportunities, rates, and specifications

# YOUR CONTRACTOR-CENTERED BRAND

**THE ELECTRICAL CONTRACTOR MEDIA GROUP** heightens awareness of your brand, from your customers' mailboxes to their smartphones. Connect with these buyers using the information sources they depend on.

## ELECTRICAL CONTRACTOR

is the vital information source for the electrical contracting community. The magazine's content—showcasing industry trends, new products and vital on-the-job tips—informs our readers and influences their purchases.



### ELECTRICAL CONTRACTOR MAGAZINE

NECA'S FLAGSHIP, MONTHLY PUBLICATION is free to any qualified electrical contractor or apprentice and covers the latest industry trends and new products.

### SAFETY LEADER

SAFETY IS VITAL. This quarterly publication, a supplement to **ELECTRICAL CONTRACTOR**, tackles safety from all angles.

### LINE CONTRACTOR

LAUNCHED IN SPRING 2021, this quarterly publication covers the transmission and distribution industry.

### ECMAG.COM

The official website of **ELECTRICAL CONTRACTOR**. Check out web-exclusive content, news, videos and more.

### MAGAZINE MOBILE APP/DIGITAL EDITION

Our readers check out the magazine on Apple, Android and Kindle devices or browse entire issues of **ELECTRICAL CONTRACTOR** online using our digital replica edition.

### E-NEWSLETTERS

Our newsletters go out weekly with magazine features, columns, news and product info delivered to reader's email inboxes.

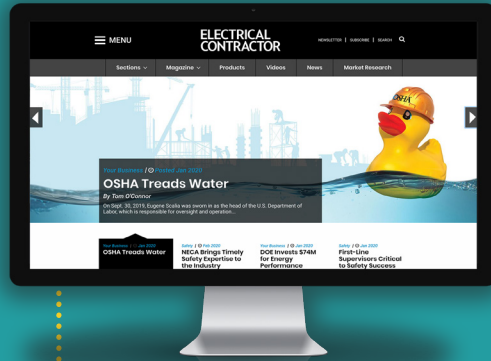
### SOCIAL MEDIA

We're everywhere our readers are and that includes social media. Follow us to follow the industry.

 @ElectricalContractorMagazine   @ECmagdotcom



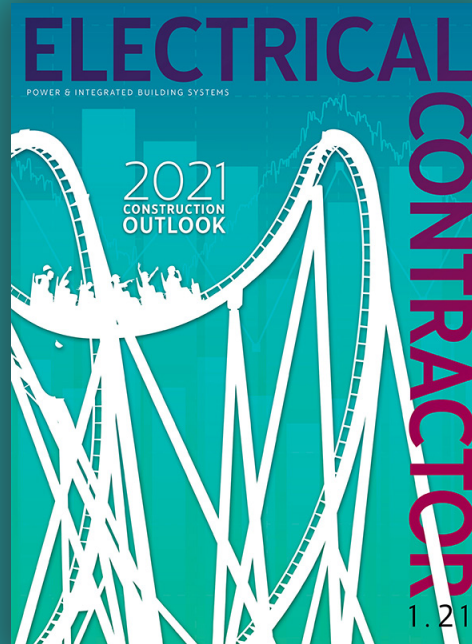
# READER ENGAGEMENT



...ECMAG.COM

**181,856**

**BPA-AUDITED WEBSITE USERS  
PER MONTH**



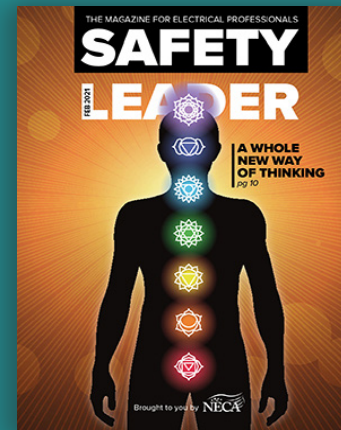
**ELECTRICAL CONTRACTOR**

**83,696 × 1.7 = 142,283**

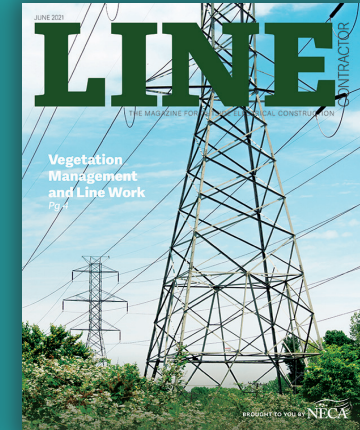
**SUBSCRIBERS**

**PASS-ALONG**

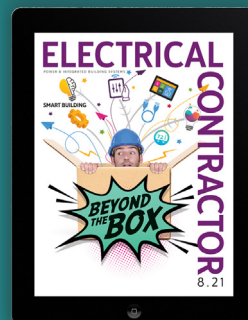
**MONTHLY**



**SAFETY LEADER**



**LINE CONTRACTOR**



**E-NEWSLETTER**

**80,000**

**INBOXES  
W/ 400,000  
IMPRESSIONS  
PER MONTH**

**39,537**

**TOTAL VIEWS**

**APP/DIGITAL EDITION**

**2,400**

**USERS**

**83,696**

**SUBSCRIBERS**

**22,000**

**SUBSCRIBERS**



**SOCIAL MEDIA**

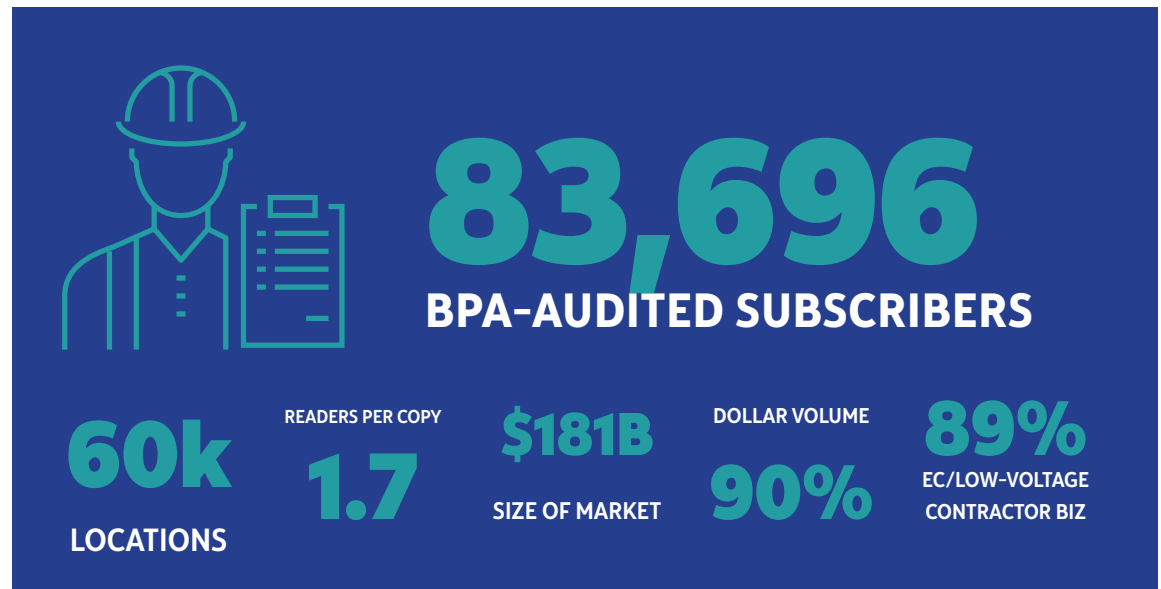
**48,900**

**MONTHLY TWITTER IMPRESSIONS**

**MORE THAN 900K ENGAGEMENTS EACH MONTH = 11 MILLION ANNUALLY**

# READER PERSONA

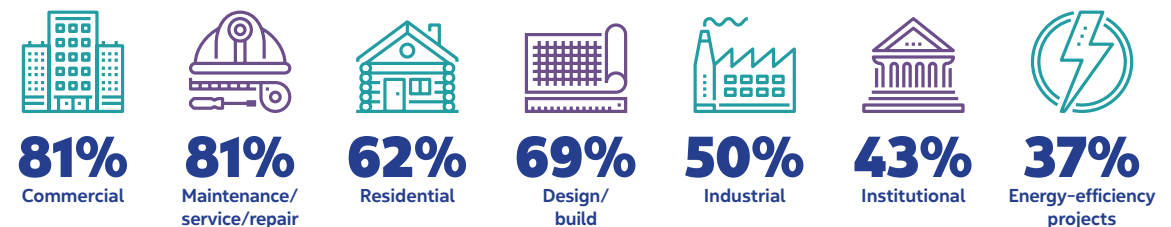
Our readers are primarily management-level decision-makers; they specify and select products and complete electrical designs. **ELECTRICAL CONTRACTOR** is their go-to source of product information.



## READER DEMOGRAPHICS

**57.9** Average age  
**97%** Male; 3% Female  
**85%** Management-level  
**69%** Company owners/managers  
**14%** Electricians  
**32.4** Average years in the industry

## TYPES OF CONSTRUCTION PERFORMED



## TYPES OF BUSINESS PERFORMED & BUILDING COMPONENTS INSTALLED



Sources: June 2021 BPA, various Baxter Research Center reports, June-July 2022 Reader Preference Study, and July 2020 Profile of the Electrical Contractor research

# CONTRACTOR INFLUENCE

**ELECTRICAL CONTRACTOR** readers keep magazines to show their colleagues and go back to revisit content.

**8/10**

readers retain print copies of  
**ELECTRICAL CONTRACTOR**

**7/10**

readers show advertising in **ELECTRICAL CONTRACTOR**  
to co-workers, clients or customers



**94%**

read the magazine in print

**92%**

read it within the first week

**72%**

spend more than 30 minutes reading

**67%**

have specified/purchased from an ad in EC

**74%**

recall seeing new products in  
**ELECTRICAL CONTRACTOR**

**59%**

recommended product purchase

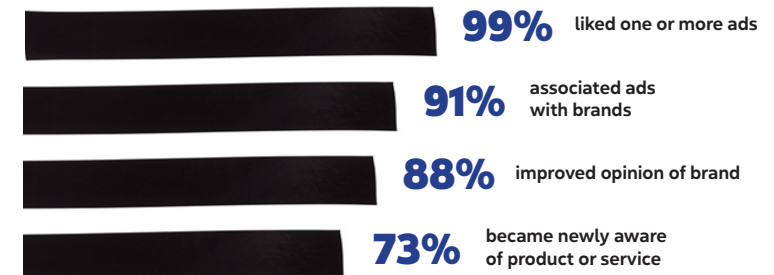
**“ELECTRICAL CONTRACTOR  
helps me keep up-to-date on new  
ideas, new products and tools.”**

—COMPANY PRESIDENT



## AD INFLUENCE

After seeing an ad in **ELECTRICAL CONTRACTOR**, 96% of readers reported one of the following:

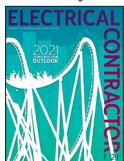


Sources: June 2021 BPA, various Baxter Research Center reports, June-July 2022 Reader Preference Study, and July 2020 Profile of the Electrical Contractor research

# ELECTRICAL CONTRACTOR 2022 MONTHLY EDITORIAL CALENDAR

## 01 Construction Outlook

2022 Construction Outlook  
Showstoppers 2021  
Profile of New NECA  
President  
Government Hiring Quotas  
New Products  
Cool Tools: Knockout Tools



## 04 Smart Lighting

Network Lighting Controls and IoT  
Low-Voltage Lighting Infrastructure  
Lighting Power Density  
3D Printed Luminaires  
Human-Centric Lighting  
Project: Portland TriMet Lighting Upgrade  
Featured Products: Home Automation/  
Lighting Controls  
Cool Tools: Online Tool-Use Training



## 07 2022 Profile of the Electrical Contractor

2022 Profile of the Electrical Contractor  
How to Become a Project Manager  
Midyear Construction Outlook  
Eureka! Product Inventors  
Project: Road/Infrastructure  
Upgrade, Hillsboro, Va.  
Featured Products: Lamps,  
Ballasts, Drivers  
Cool Tools: Conduit Benders



## 10 Emerging Technologies

Light-Generating Concrete  
Putting Wastewater to Work  
Distribution Center Projects  
Lighting That Minimizes Pollution  
Hydro, the Original Energy Storage  
Project: Wasatch Wastewater  
Treatment Plant, Salt Lake City  
Featured Products: Software  
Cool Tools: Qualification Testers



## 02 Workforce Development

Female CEOs in Electrical Contracting  
Engaging New Talent  
Retention Requires Attention  
Diversity in Lineman Recruiting  
Project: Mayo Clinic, Arizona  
Featured Products: Boxes, Switches and  
Receptacles  
Cool Tools: Developments in Cordless Drills

## 05 Safety

Regulations for Mich. Residential  
Cannabis Growers  
"Grid Citizen" Smart Buildings  
Surge Vulnerability and Protection  
When to Shut Down for a Disaster?  
Project: Mii Amo Spa, Sedona  
Featured Products: PPE  
Cool Tools: VDV Connection Tools

## 08 Smart Building

2022 Profile of the Electrical Contractor,  
Part 2: Design-Build  
Mega Smart City Projects  
Electrification of Commercial Buildings  
How Much Energy (and Money) Do  
Lighting Controls Save?  
Post-Covid Tenant Well-Being  
Featured Products: Testers and Meters  
Cool Tools: Why Today's Hand Tools Are Better

## 11 Tools and Equipment

Products to Write Home About  
Tool Trends  
The Internet of Appliances  
Battery Storage Units  
Advanced Construction IoT Analytics  
Project: Clover Park Technical College, Wash.  
Featured Products: Tools and Accessories  
Cool Tools: Label Makers



## + Safety Leader Supplement

## 03 Cabling/Building Controls

Bridge Lighting Controls  
Energy Storage Trends  
Interconnection Queues Are Getting Longer  
Revisiting the Contactless Office  
Connected Renewables and Cybersecurity  
Project: N.Y. Islanders Belmont Arena  
Featured Products: Cables and Cable  
Management  
Cool Tools: Electric Motor Testers

## 06 Renovation/Retrofit

Fiber to the Skies: Inflight Connectivity  
NetZero as a Remodeling Trend  
When Neighborhoods Go Solar  
Senior Care Construction Projects  
Project: NetZero Climate Pledge  
Arena, Seattle  
Featured Products: Hand Tools  
Cool Tools: Circuit Analyzers

## 09 NECA 2022 Austin

Electrical Projects in Austin  
Infrastructure Bill Follow-Up  
Basic Utility Investments  
Leadership Vs. Management  
Converting Ambient Mechanical Energy  
to Electricity  
Combatting Rising Material Costs  
Featured Products: Work Site Accessories  
Cool Tools: Cutting Accessories



## 12 Lighting Special Report

Survey of ECs Involved in Lighting Work  
Trends in Commercial Lighting  
Outdoor Lighting  
Health-Washing Claims  
Readying Linemen for Lighting Retrofits  
Project: Colonial Pipeline, Baker, La.  
Featured Products: Lighting Fixtures  
Cool Tools: Grounding Testers



## + Line Contractor Supplement

## In Every Issue

**LIGHTING, INTEGRATED SYSTEMS  
& LOW-VOLTAGE CONTENT:**  
cabling, datacom, fiber optics,  
fire and life safety systems, IoT,  
lighting, technology, low-voltage  
contracting, security, and a  
dedicated integrated systems  
products section

Business and financial columns  
Estimating  
Industry Watch news briefs  
Lighting/lighting controls  
National Electrical Code FAQs  
NEC Insider  
NEC Comments  
NEC Applications  
New products  
Power quality  
Projects by electrical contractors  
Residential  
Safety  
Service/maintenance

## Six Times a Year

Arc flash safety  
Alternative energy  
Legal column  
National Electrical Code quiz  
Safety quiz  
Technology

## Trade Show Distribution

NECA Show Austin, Texas  
Oct. 15-18 (Sept. and Oct. issues)  
NECA Safety Professionals  
Conference (May issue)

## Baxter Readership Study

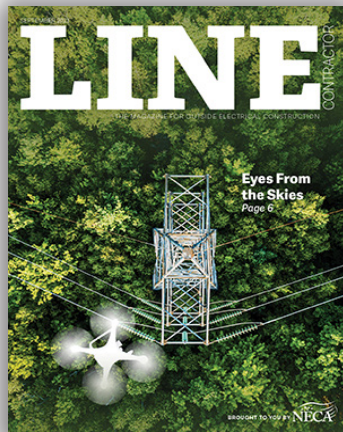
February, June, August, December



# 2022 SAFETY LEADER/LINE CONTRACTOR



**SAFETY LEADER**, a quarterly special supplement, launched in 2020, connects 80,000 safety-concerned electrical contractors with knowledge and products to help them work more safely on the job.



**LINE CONTRACTOR**, launched in 2021 to 22,000 subscribers, covers the outside line construction market from the electrical contractor's perspective.

## SAFETY LEADER/LINE CONTRACTOR RATES

Contact your marketing rep to learn more about Safety Leader and Line Contractor sponsorships.

- Full page: \$6,000 net
- Half page: \$3,000 net
- Quarter page: \$1,500 net

### • Safety Leader

#### 02 February Issue

OSHA 2021 Outlook  
Diverse Workforce Safety Training  
Trench Shielding and Shoring  
Visual Literacy

#### 05 May Issue

Incident Fatality Investigation  
Consensus Safety Standards  
Shock and Arc Flash Electrical Hazards  
Establishing a Safety Culture

#### 08 August Issue

Speaking Up Safely: Psychological Safety  
Restoration Safety  
Wearable Protective Devices

#### 11 November Issue

Safety Professionals: Servant Leadership  
Working With Inspectors  
Cannabis and the Code

### In Every Issue

News  
From the field interview  
Management  
Best practices  
Training  
NFPA 70E  
Quiz  
Toolbox talk  
New products

### • Line Contractor

#### 03 March Issue

Power Restoration/Disaster Relief  
NEC/NESC Standards Gap  
How Do You Make a Substation 'Smarter'?

#### 06 June Issue

How Utilities Choose a Contractor  
Obtaining New, Maintaining Old Equipment  
Undergrounding Pros and Cons

#### 09 September Issue

Line Contractors and Social Media  
Selective Undergrounding  
Remote Switching for Main Disconnects

#### 12 December Issue

Assessing Defensive Driving  
Protecting Workers in Remote Locations  
Unique Fall Protection

### In Every Issue

Profiles of unique projects  
News  
Behind the scenes interview  
1910.269 compliance  
The basics  
Training  
Utility report  
New products  
Safety briefing  
Best practices

### Trade Show Distribution

NECA Show Austin, Texas Oct. 15-18 (August Safety Leader and September Line Contractor)  
NECA Safety Professionals Conference (May Safety Leader and March Line Contractor)

**Baxter Readership Studies:** February, June, August, December

# 2022 PRINT PARTNERSHIP RATES & SIZES

Work with your marketing rep to find the best rate for your program. Generally, these are based on number of insertions of standard units within a 12-month period. Listed below are gross rates. Some discounts may apply, and ask about new advertiser specials and bonus program.

## Premium Space Rates

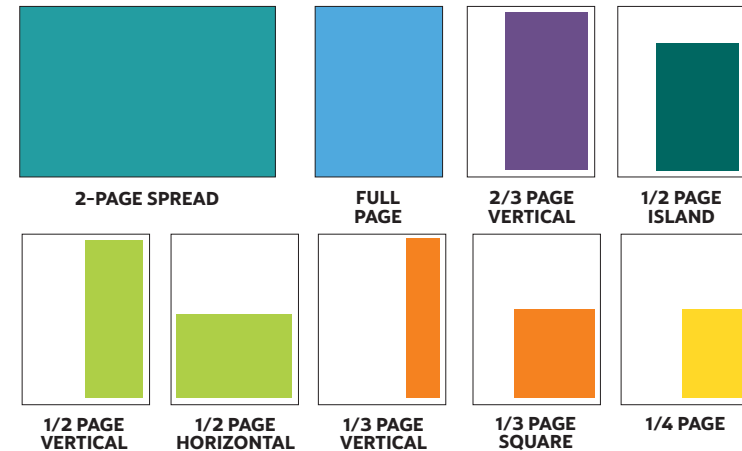
FREQ.	FULL PAGE	2/3 PAGE	1/2 ISLAND	1/2 PAGE	1/3 PAGE	1/4 PAGE
MAX	\$10,176	\$6,580	\$6,180	\$5,090	\$3,900	\$3,500
24x	\$10,326	\$6,760	\$6,370	\$5,220	\$3,990	\$3,590
21x	\$10,566	\$6,950	\$6,550	\$5,340	\$4,080	\$3,680
18x	\$11,026	\$7,180	\$6,690	\$5,490	\$4,290	\$3,880
15x	\$11,166	\$7,310	\$6,860	\$5,650	\$4,340	\$3,910
12x	\$11,346	\$7,560	\$7,120	\$5,860	\$4,450	\$3,970
9x	\$11,606	\$7,760	\$7,300	\$5,990	\$4,540	\$4,080
6x	\$11,816	\$7,880	\$7,460	\$6,100	\$4,640	\$4,170
3x	\$12,496	\$8,490	\$7,900	\$6,400	\$4,960	\$4,470
1x	\$13,046	\$8,920	\$8,370	\$6,870	\$5,220	\$4,720

## Nonpremium Space Rates

FREQ.	FULL PAGE	2/3 PAGE	1/2 ISLAND	1/2 PAGE	1/3 PAGE	1/4 PAGE
MAX	\$7,036	\$4,290	\$4,130	\$3,590	\$2,500	\$2,200
18x	\$7,246	\$4,340	\$4,160	\$3,740	\$2,590	\$2,320
12x	\$7,706	\$4,670	\$4,500	\$4,020	\$2,790	\$2,490
9x	\$7,966	\$4,880	\$4,700	\$4,180	\$2,890	\$2,590
6x	\$8,136	\$5,010	\$4,820	\$4,280	\$2,980	\$2,610
3x	\$8,496	\$5,250	\$5,090	\$4,540	\$3,160	\$2,820
1x	\$8,826	\$5,540	\$5,420	\$4,880	\$3,310	\$2,870

Send all materials as electronic high-res, print-ready PDFs at its expense that meet printer's specs in unzipped format to Dominique Minor at dominique.minor@necanet.org or through Dropbox to that address.

## Sizes



## Trim Size

	WIDTH (inches)	DEPTH (inches)
FULL PAGE	7	10
FULL PAGE W/ BLEED	8.375	11.125
2-PAGE SPREAD W/ BLEED	16.5	11.125
2/3 PAGE	4.5	10
2/3 PAGE W/ BLEED	5	11.125
1/2 PAGE ISLAND	4.5	7.375
1/2 PAGE HORIZONTAL	7	4.875
1/2 PAGE VERTICAL	3.3125	10
1/3 PAGE VERTICAL	2.125	10
1/3 PAGE SQUARE	4.5	4.875
1/4 PAGE	3.375	4.875
1/8 PAGE/MARKETPLACE*	3.5	2.3

### Magazine Trim Size:

8.125" x 10.875"

For bleed, allow 0.125" on all sides.

### Size with Bleed:

8.375" x 11.125"

### Live Area:

7.625" x 10.375"

### Printing:

Web-offset printing

Binding: Perfect bound

\*For Marketplace, you can also send 50 words of copy and a high-res image.



# 2022 PRINT PARTNERS SPECIAL OPTIONS

## INSERTION ORDERS/MATERIALS DATES

Written insertion orders are due on the 5th of the month preceding publication. Materials are due on the 10th of the month preceding publication.

## COVERS AND PREMIUM POSITIONS

All covers and paid premium positions are sold on a contracted, full-page, every issue basis. Canceled 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 nonpremium paid specific position requests when possible, space permitting. However, no specific promise can be made without a firm premium commitment.

## SUPPLIED INSERTS

**Frequency:** Each supplied insert is considered as one insertion (regardless of number of pages in insert) for regular rate frequency discounts. A single page printed both sides is counted as two pages. Rates include space and production costs. For more on inserts and premium advertising options, contact your marketing representative.

SUPPLIED INSERT RATES	
2-4 pages	\$6,400 per page/net
6-8 pages	\$6,000 per page/net
8+ pages	Consult publisher

## SPECIAL OPTIONS

A variety of special creative options are offered for inside front, inside back and back cover positions as well as inside book options, e.g., gatefolds, fold-outs, posters, Post-it notes. Contact your marketing representative for more details.

## MARKETPLACE

Our product showcase presents eight ad units per page in a special section of the magazine every month. Each one is 1/8 of a page. 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.

MARKETPLACE RATES	
1-3x per year	\$1,500 each
4-6x per year	\$1,400 each
7x or more per year	\$1,300 each

## NECA SHOW SPECIAL

With this generous offering, you will be able to buy discounted advertising in **ELECTRICAL CONTRACTOR**'s September NECA Show issue, reaching important decision makers.



Buy one, get one 50% off! Buy a half page or larger ad in the September issue, get a second same-size ad unit with a 50% discount in the September, October, November or December issues.

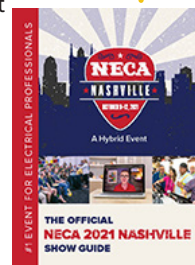
Ask your marketing representative for the NECA Show Special Promo for more on this special offer.

## 2022 NECA SHOW GUIDE

Broadcast your message to the wider print audience. Contact your marketing rep for details.

## 2022 NECA SHOW MAP

The official show map tucks neatly in a pocket and is handy enough for attendees to carry around.



## PARTIAL-PAGE PRINT & WEB BUNDLES

Use these print and web advertising packages to reach our 80,030 print subscribers while also engaging with our loyal online following. All bundles come with a listing in the advertiser index and ad readership studied by Baxter Research (in applicable issues).

QUARTER-PAGE	<i>In print:</i> 1/4 page, 4-color ad
	<i>On the web:</i> 30-day, button-size ad rotating ECmag.com (for each quarter-page connection ad) or a less than 3-min. video hosted on ECmag.com
	<b>\$3,000 net each</b> (6x frequency) <b>\$2,500 net each</b> (12x)
THIRD-PAGE	<i>In print:</i> 1/3 page vertical, 4-color ad
	<i>On the web:</i> Siderail ad* on web and mobile sites or a less than 3-min. video hosted on ECmag.com
	<b>\$4,500 net each</b>
HALF-PAGE	<i>In print:</i> 1/2 page horizontal, 4-color ad
	<i>On the web:</i> Siderail ad* on web and mobile sites
	or a less than 3-min. video hosted on ECmag.com
	<b>\$6,000 net each</b>

\*What are Siderail ads? See ECmag.com Rates and Positions on page 9 in this Media Kit.

# WEBSITE SPONSORSHIPS

Coming soon! An all new Ecmag.com experience

ECmag.com website visitors find breaking news, web exclusives, videos, new product listings, special event coverage, independent market research and more.

## TUNE IN TO AD CHANNELS

Web ads are sold and placed per channel. All advertisements will seamlessly display run-of-site and on every device and platform. The graphics at right show how each page-type accommodates each advertisement in the desktop view.

All prices are based on a three-month minimum contract and are net (no agency commission). For 2022 print advertisers, half-page or larger print ads in ELECTRICAL CONTRACTOR earn a discount:

- 12 or more insertions = 20% discount
- 6 or more insertions = 10% discount
- 3 or more insertions = 5% discount

Run-of-site excludes ancillary pages (about, contact, Code Questions, etc.). All other positions are limited to 4 rotations, except featured video and button ads.

## FORMATTING AND SPECIAL NOTES

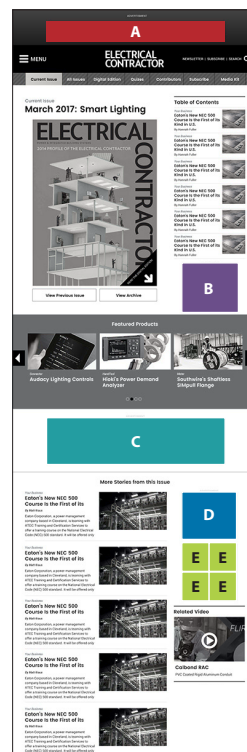
All ads are IAB standard sizes and served through Google Ad Manager. Ads may be served by third party at advertiser's responsibility. In this instance, ELECTRICAL CONTRACTOR cannot always provide performance data and cannot guarantee integrity of the ad's impressions and clickthroughs. Ask your marketing representative for additional options, including geotargeting.

Accepted image formats: .jpg, .gif, animated .gif

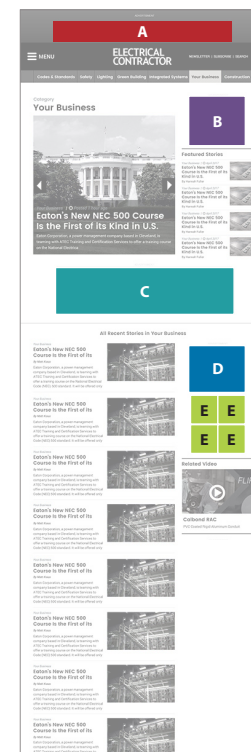
Rich media options available: HTML (recommended), JavaScript, iFrame;  
Third-Party Rich Media accepted.

Send files to dominique.minor@necanet.org either directly or using Dropbox.  
Do not email files in .zip format.

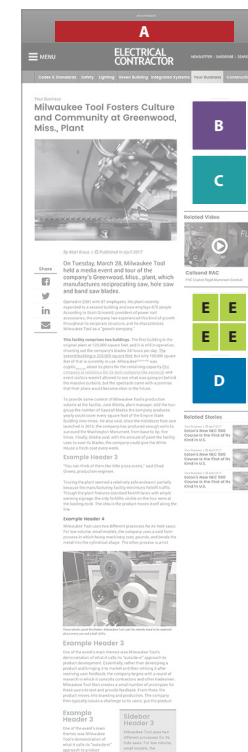
CHANNEL	RUN OF SITE MONTHLY NET (per rotation)	IMAGE SIZES (pixels)
<b>HOVER</b> (DISPLAYS BOTTOM OF WINDOW)	\$4,000	970*90, 970*480, 728*90, 768*384, 320*50, 300*250
<b>A HEADER LEADERBOARD</b>	\$3,600	970*90, 728*90, 320*50
<b>B BILLBOARD 1</b>	\$3,200	970*250, 625*80, 300*250
<b>C BILLBOARD 2</b>	\$2,800	970*250, 625*80, 300*250
<b>D SIDERAIL</b>	\$2,500	300*250
<b>E FEATURED SPONSOR AD/BUTTON</b>	\$1,500	125*125
<b>F FEATURED VIDEO</b> (ONE ROTATION)	\$800	n/a



ISSUE PAGE



CATEGORY PAGE



ARTICLE PAGE



HOMEPAGE

# E-NEWSLETTER SPONSORSHIPS

Put your message in front of 80,000 industry professionals in a monthly, targeted environment, alongside compelling editorial from the print and online editions. The e-newsletter is delivered to key product and system designers, specifiers, buyers and installers.

## EC WEEKLY E-NEWSLETTER

Every newsletter contains the latest industry news, electrical construction project updates and web exclusives from ECMag.com. Additional content rotates based on what week in the month it is.

Week 1: General news and industry information

Week 2: Integrated systems and low-voltage content, including fire, life safety, security and communications systems

Week 3: That month's magazine issue update (see the editorial calendar for thematic focuses)

Week 4: New products highlighted in the current magazine issue

Week 5: (when applicable) Lighting focus

Ask your marketing representative for our e-newsletter schedule.

## SPECIAL EDITION E-NEWSLETTERS

### SAFETY LEADER NEWSLETTER

Your ads, coupled with content from SAFETY LEADER magazine, will be sent out in the months following the print edition.

### LINE CONTRACTOR NEWSLETTER

Content from each LINE CONTRACTOR issue appears in this newsletter, which goes out to the full list.

### DIGITAL EDITION E-NEWSLETTER

Once a month, we broadcast the availability of the digital edition to our readers, and your ads can be part of this broadcast. Ask your marketing representatives about availability.

POSITION	IMAGE SIZE (pixels)	RATE
<b>TOP LEADERBOARD BANNER</b>	650x80 image	\$2,000 net
<b>TOP BANNER</b>	650x80 image	\$1,900 net
<b>MIDDLE BANNER</b>	650x80 image	\$1,800 net
<b>LOWER BANNER</b>	650x80 image	\$1,600 net
<b>IMAGE AND TEXT</b>	Advertiser supplies an optional heading, up to 50 words of text and an image sized 300x300 that is at least 150 dpi. Text ads run between magazine content.	\$1,600 net each
<b>SINGLE-SPONSOR EDITION BUYOUT</b>	All 7 ads (cost for fewer ads available upon request)	\$7,500

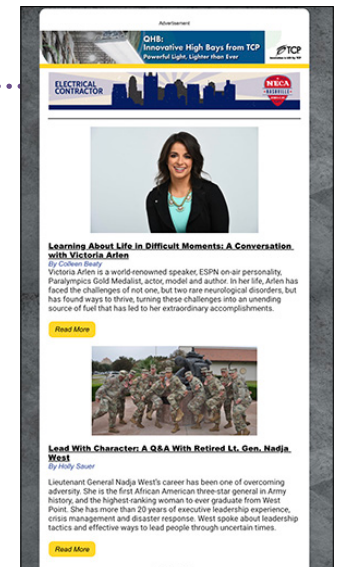
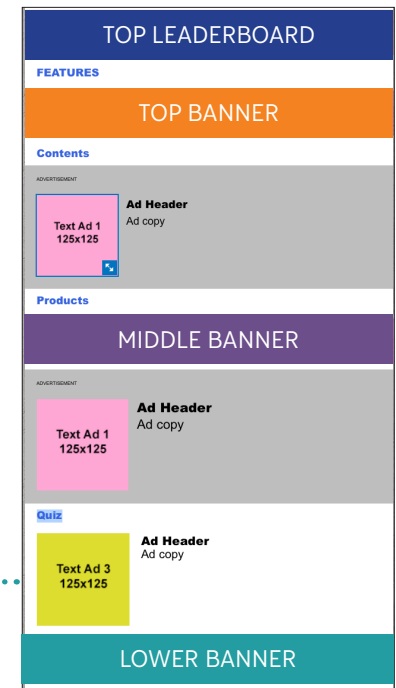
## 2022 OFFICIAL NECA SHOW E-NEWSLETTER

The NECA Show e-Newsletter contains information and highlights leading up to the convention; daily content during the show; and wrap-up content after it closes. It extends your NECA Show reach to more than 80,000 subscribers on our e-Newsletter list. September issue advertisers who exhibit at the NECA Show can run a product release in this special e-Newsletter for \$575 net per product.

## RATES AND POSITIONS

All images must be formatted as a .jpg, .gif or animated .gif. Some popular email clients may not display animated .gifs. In that case, only the first frame of an animated .gif will display. Files should be smaller than 33 kb but ideally should be about 10 kb. .Jpgs should be set to "low" quality since they are viewed on screen. Materials are due to Dominique Minor a week prior to the issue launch. Email to dominique.minor@necanet.org or send using Dropbox. Do not send in a .zip folder.

Contact your marketing representative for frequency discounts.



# TARGETED/LEAD-GENERATING PARTNERSHIPS

## TARGETED LIST RENTAL

Ask your marketing rep for a list of category breakouts.

- Minimum list order is 5,000 names at \$170 per thousand names.
- Selection charges of \$20/M could apply.

Contact Brian Clotworthy at The Information Refinery at [Brian@info refinery.com](mailto:Brian@info refinery.com) or 1.800.529.9020 ext. 5001

## VIDEOS

ECmag.com's video library highlights market trends, products and services webinars, and industry news.

### VIDEO PLACEMENT AND RATES

Featured Video	\$800 for one month, limited to one rotation
3-5 minute supplied video	\$500 net/3 months

## TARGETED E-BLASTS

Deliver sponsored marketing messages directly to more than 40,000 subscribers' email inboxes. Responses are directly linked to your website for prompt action. Delivery rate is 97%, 18% open the email, and 1.5% click-through. Message can be formatted text-only or text and color graphics. Make your selections here: [https://www.surveymonkey.com/r/ECMAG\\_eblast](https://www.surveymonkey.com/r/ECMAG_eblast).

### E-BLAST PLACEMENT AND RATES

1x per year	49 cents per name
3x per year	45 cents per name
6x per year	43 cents per name
More than 6x per year	Consult publisher
Nonadvertisers	55 cents per name

## WEBINARS

Want to reach customers all over the country for training while generating leads? We'll bring our audience to you. These educational presentations feature targeted content that is broadcast to hundreds of registrants. Prepare a topic and provide speakers from your company, and we'll take it from there. Package includes:

- Two promotional e-blasts to our large email list of electrical contractors
- An announcement on the Ecmag.com homepage, including one image/logo and a link to the registration page. Announcement will remain up at least until the date of the event. We reserve the right to rotate the announcement with other announcements.
- Webinar registration active for 90 days after live event
- Access to the full registration list
- The event recording in video format

## WHITE PAPERS

Selected "White Papers/Case Studies," unavailable in our print versions, can be hosted on our site with a lead-generation form. Topics must be of general industry interest and informational value. While corporate or product mentions within the paper are certainly acceptable, overt "advertorials" are not. Final content is subject to publisher review. **PLACEMENT & RATE:** \$250 net for 3 months

## SPONSORED CONTENT

Sponsored content opportunities are available on ecmag.com. It is labeled as such and priced at \$2/word. We do not run sponsored content in the print magazine.

## MAGAZINE APP/DIGITAL EDITION

Our ELECTRICAL CONTRACTOR mobile app enables readers to see every page digitally, including advertising, on a tablet, smartphone or web browser. Consider the digital edition as value-added bonus readership for any print advertising purchase.

## SOCIAL MEDIA

ELECTRICAL CONTRACTOR connects with more than 25,000 users through social media, promoting content and communicating industry information.

## MARKET AND READERSHIP RESEARCH

### SUBSCRIBER RESEARCH PANEL

Want to know what our readers think? Use our Subscriber Research Panel to ask them your burning questions. Since 2016, our panel of ELECTRICAL CONTRACTOR subscribers has grown to more than 1,000 contractors available to respond to your research queries. We also can produce custom studies including focus groups, mail research and online surveys and polls.

### THE PROFILE OF THE ELECTRICAL CONTRACTOR RESEARCH STUDY

Every two years, the magazine's benchmark research study—the Profile of the Electrical Contractor—takes the temperature of the electrical construction industry. The Profile provides insights about the individuals we serve and the work electrical contractors do, which helps shape our content and helps our readers and advertisers better understand the changing roles of ECs.

### BAXTER READERSHIP STUDIES

In February, June, August and December, paid print advertisers can participate in the Baxter Research Corp. study free of charge. Baxter's detailed report measures the effectiveness of your ad (excluding value-added content) in that issue among readers and against competitors. We have a competitive reader preference study challenge. Check out recent studies at [profile.ecmag.com](http://profile.ecmag.com) and [ecmag.com/market-research](http://ecmag.com/market-research).



# NECA ELECTRICAL CONTRACTOR MAGAZINE ADVERTISEMENT STANDARD TERMS AND CONDITIONS

The advertising client and its advertising agency or media buying service ("Agency"), and/or other client representative (collectively, "Advertiser") and the National Electrical Contractors Association, through its magazine, Electrical Contractor, its subsidiaries and affiliates (collectively, "ECMAG") hereby agree that the insertion order, agreement, or other contract by which ECMAG creates, displays and/or broadcasts advertising content or material for Advertiser (the "Advertisement") is expressly subject to the following Terms and Conditions except to the extent that Advertiser and ECMAG otherwise agree in writing.

1. Nondiscrimination. ECMAG does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity, sexual orientation or any other prohibited basis. Advertiser hereto affirms that nothing in its advertisements is intended to discriminate in this manner.
2. Invoices and Payment. Payment by Advertiser is due within 30 days after Advertiser's receipt of invoice. If any amount is not paid when due, such amount shall bear interest at the maximum amount permitted by law. Advertiser agrees to pay all collection agency fees and expenses, and other cost of collection including reasonable attorneys' fees and court costs, as well any taxes that are imposed on Advertiser's advertisements under these terms and conditions. If Advertiser is using an Agency in connection with any advertising, ECMAG allows advertising agencies a commission of 15% on gross billing for space, color and position charges. Agency discount cannot be used in conjunction with any other discount or promotion, such as premier partner, ambassador or affiliate discounts. Supplied inserts are priced net. Agency commission is not allowed on mechanical charges such as special binding, tipping, special printer charges or handling. ECMAG reserves the right to notify the Advertiser if its agency is 90 days or more delinquent and will hold Advertiser responsible for any promised agency payments. NECA show exhibitors may be denied booth setup privileges unless accounts 90 days or more delinquent are settled.
3. Rate Protection. All 2022 print advertising contracts received at ECMAG by Dec. 31, 2021, will be rate-protected at prevailing 2021 publishing rates for all insertions covered under current agreement. Unfulfilled contracts will be short-rated to earned frequency.
4. Advertising Materials Specifications and Deadlines. Advertiser provides all materials as electronic high-res, print-ready PDFs at its expense that meet printer's specs in unzipped format to Dominique Minor at dm@necanet.org or through Dropbox to that address. Written insertion orders are due on the 5th of the month preceding publication. Materials are due on the 10th of the month preceding publication. ECMAG may dispose of any such materials delivered to it 30 days following the end of the term of Advertiser's campaign, unless acceptable prepaid return arrangements have previously been made by Advertiser. ECMAG will not be responsible for any materials that are not properly displayed or that cannot be accessed or viewed because the materials were not received by ECMAG in the proper form, in a timely manner, or in an acceptable technical quality for distribution. ECMAG will not be responsible for typographical errors, incorrect insertions or omissions in any Advertisement. ECMAG is not required to display any Advertisement for the benefit of any person or entity other than Advertiser. The positioning and scheduling of Advertisements shall be at ECMAG's discretion. All Advertisements are subject to ECMAG's approval. ECMAG reserves the right to edit, reject or cancel any Advertisement, space or time reservation, or position commitment at any time. All Advertisements are subordinate to applicable law and the terms, conditions and restrictions contained in agreements between ECMAG and other advertisers or premier partners that contracted for product and/or category exclusivity or other applicable restrictions.
5. File Specs. See trim size chart attached and incorporated by reference as Exhibit A. Files should be built according to final trim size with bleeds on all four sides extending 0.125 inch beyond trim. All live matter or type should be at least 0.25 inch inside the final trims. Files must be ready for high-resolution output, at least 300 dpi, with no low-resolution images. PDFs should be PDF/X-1a or higher. All fonts used to produce the PDF must be 100% embedded in the PDF. Please convert all colors to CMYK process before creating PDFs. Our system will convert RGB to CMYK, but the result might be different than expected. Our email client does not accept .zip formats, so please do not zip your files to compress them. Please send files to Dominique Minor using Dropbox.
6. Ownership and Rights. ECMAG owns all right, title and interest (including, without limitation, copyright rights) in and to all advertising material and other content that is furnished and/or produced by ECMAG hereunder. Advertiser will not reproduce, use, or authorize any reproduction or use of any such material without ECMAG's prior written consent. ECMAG owns all right, title and interest in and to any user or usage data or information collected via or related to any of the Advertisements or ECMAG's content. Advertiser has no rights to any such information by virtue of these terms and conditions. In providing content to ECMAG, Advertiser irrevocably grants ECMAG a nonexclusive, royalty-free license to use, distribute, and sublicense such content on any publication or media owned by ECMAG, as selected by Advertiser. Advertiser represents and warrants that it controls all necessary reproduction, performance and/or synchronization rights to the content furnished by Advertiser to ECMAG and ECMAG's use of the content does not violate any third party's rights.
7. Termination and Disputes. ECMAG may terminate the relationship with Advertiser at any time upon notice to Advertiser if Advertiser breaches any provision of this advertisement and conditions or for convenience. Any such termination will not release the Advertiser from its obligation to pay amounts owed hereunder, which amounts will become immediately due. Any dispute by Advertiser with any service or invoice provided by ECMAG shall be reported to ECMAG in writing within 30 days from the date of invoice relating to the same, time being of the essence (but any such dispute shall not affect Advertiser's obligation to make payment within 30 days). Failure to report any such dispute within such time shall constitute a waiver of any claim by Advertiser with respect to such dispute. A waiver by ECMAG of any term, condition or agreements to be performed by Advertiser or any breach thereof shall not be construed to be a waiver of any succeeding breach thereof or of any other term, condition or agreement herein contained. No change, waiver, or discharge hereof shall be valid unless signed by an authorized representative of ECMAG. All disputes shall be governed by and construed in accordance with the laws of the State of Maryland and Advertiser hereby consents to the exclusive jurisdiction of the federal and state courts located in the State of Maryland.
8. Indemnification. Advertiser agrees to indemnify and hold harmless ECMAG and its officers, directors, shareholders, employees, licensees and assigns against all liability resulting from or relating to the use of content furnished by Advertiser or otherwise incurred in connection with any breach of these terms and conditions by Advertiser.
9. Disclaimer of Warranties and Limitation of Liability. ECMAG makes no warranties express or implied including any implied warranty of merchantability or fitness for a particular purpose or any warranty that advertisements will run free from error. In no event will ECMAG be liable to Advertiser for any loss, damage, or expense directly or indirectly caused by or arising from any actual or alleged breach by ECMAG of these terms and conditions or otherwise. The aggregate limits of liability of ECMAG for any damages is limited to the amounts paid to ECMAG by Advertiser as of the date or any alleged breach or injury.
10. Force Majeure. Neither party shall be liable for any delays or losses due to a party's failure to perform its obligations hereunder if such failure is caused by events or circumstances beyond its reasonable control, including but not limited to, acts of God, war, riot, governmental action, epidemic or pandemic, fire or flood, strikes or threat of strikes, acts and/or terrorist threats.
11. Miscellaneous. Advertiser may not assign or transfer any of its rights or obligations. These terms and conditions may not be changed, modified, or amended except in writing signed by both Advertiser and ECMAG. No course of prior dealing or usage of trade shall be relevant to amend or interpret these terms and conditions.

# MEDIA GROUP CONSULTANTS

