



**ELECTRICAL  
CONTRACTOR  
MEDIA GROUP**



**2024**

# MEDIA KIT

Audience data, sponsorship opportunities,  
rates and specifications

# Table of Contents

The Brand for Electrical Contractors .....1

Reader Engagement.....2

Magazine Reader Persona.....3

Our Influence.....4

2024 Monthly Editorial Calendar—*ELECTRICAL CONTRACTOR*.....5

2024 Monthly Editorial Calendar—*Safety Leader/Line Contractor*.....7

2024 Print Partnerships—*Rates & Sizes* .....8

2024 Print Partnerships—*Extend Your Reach* .....9

Website Sponsorships.....10

E-Newsletter Sponsorships .....11

Reach More ECs and Generate Leads .....12

Market and Readership Research .....13

Advertisement Standard Terms & Conditions.....14

Media Group Consultants .....15



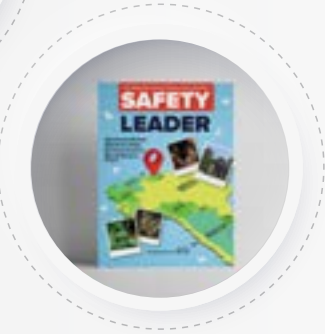
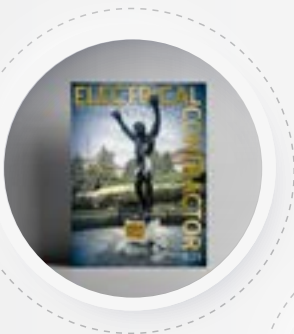
# THE BRAND FOR ELECTRICAL CONTRACTORS

**PARTNERSHIP WITH 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.

## Print

### 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.



### Line Contractor

This quarterly publication covers the outside electrical industry and those working in transmission, distribution and more.

### Safety Leader

Safety is vital. This quarterly publication, a supplement to **ELECTRICAL CONTRACTOR**, tackles safety from all angles.

## Digital

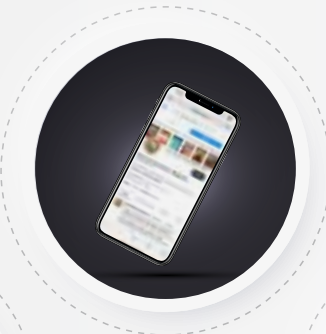
### Market Research

Study what your customers are doing and learn what they want you to know.



### Social Media

Our readers follow us on social media to connect with the industry.



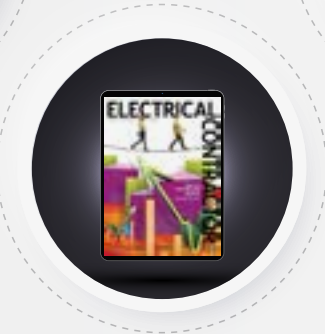
### E-blasts

Send out your marketing messages to our readers.



### Webinars

Put on a show for your customers and collect leads.



### Magazine App/ Digital Edition

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



### ECmag.com

The official website of **ELECTRICAL CONTRACTOR**, ECmag.com contains web-exclusive content, news, sponsored posts, videos and your ads.



### E-newsletters

Our newsletters go out weekly with magazine features, columns, news and product info delivered to readers' email inboxes. Be sure to sign up for our new quarterly apprentice edition newsletter on ECmag.com.



# AUDIENCE AND ENGAGEMENT

**ELECTRICAL  
CONTRACTOR  
Magazine**

**83,102**

AAM/BPA-audited subscribers monthly

[ **1.4x** Pass-along readership ]

Based on the June BPA audit cycle, the Total Qualified for the January issue is 83,102. We use AAM/BPA Worldwide to verify our audience data annually, ensuring that our magazine copies are being requested by and delivered to real people. Therefore, our controlled circulation is vigorously checked, is transparent and can be trusted by our advertising partners.

**Magazine App/  
Digital Edition**

 **30,000** total views  
per month = 360,000 per year

 **1,600** users

**ECmag.com**

 **109,783**

BPA-audited page views per month

**112,760** users per month

**E-newsletters**

 **60,000+**  
inboxes weekly

– with –

 **92,000+**  
opens per month

**98%**

delivery rate

**28%**

open rate

**2.3%**

click-through rate

More than  
**949 K**  
events monthly on  
**ECmag.com**

**10.3 million**  
events annually  
on **ECmag.com**

*These stats are updated annually.  
Please contact your media group  
consultant for current data.*

**7.3 million**

audience engagments  
annually

**Social Media**

 **40,318/21,000+**

Monthly engagements/audience on  
X, Facebook, Instagram and LinkedIn

**Safety Leader**

 **83,102 x 4**

Audience members

**Line Contractor**

 **16,000 x 4**

Audience members

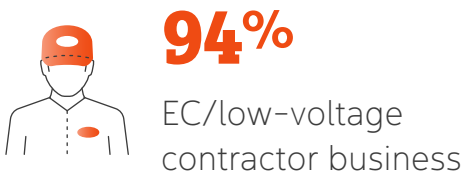


# MAGAZINE READER PERSONA

**83,102** AAM-Audited Subscribers

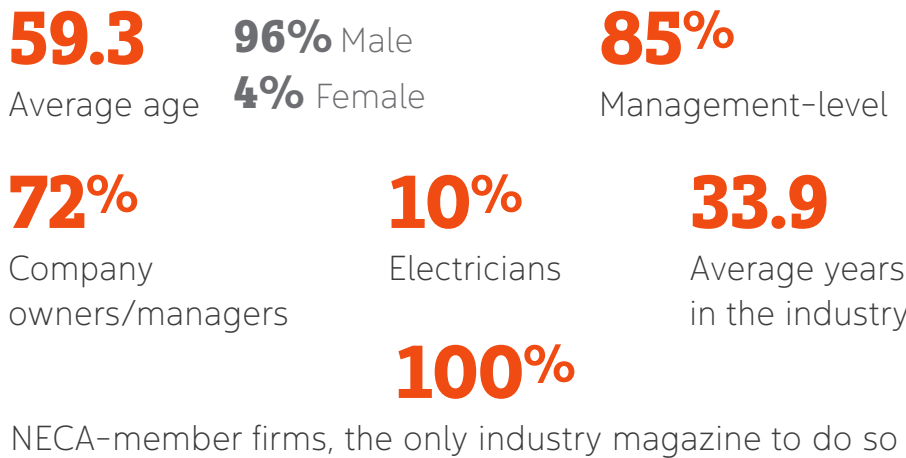


Our readers are primarily management-level decision-makers; they specify and select products and complete electrical designs. **ELECTRICAL CONTRACTOR** is their go-to source of product information.



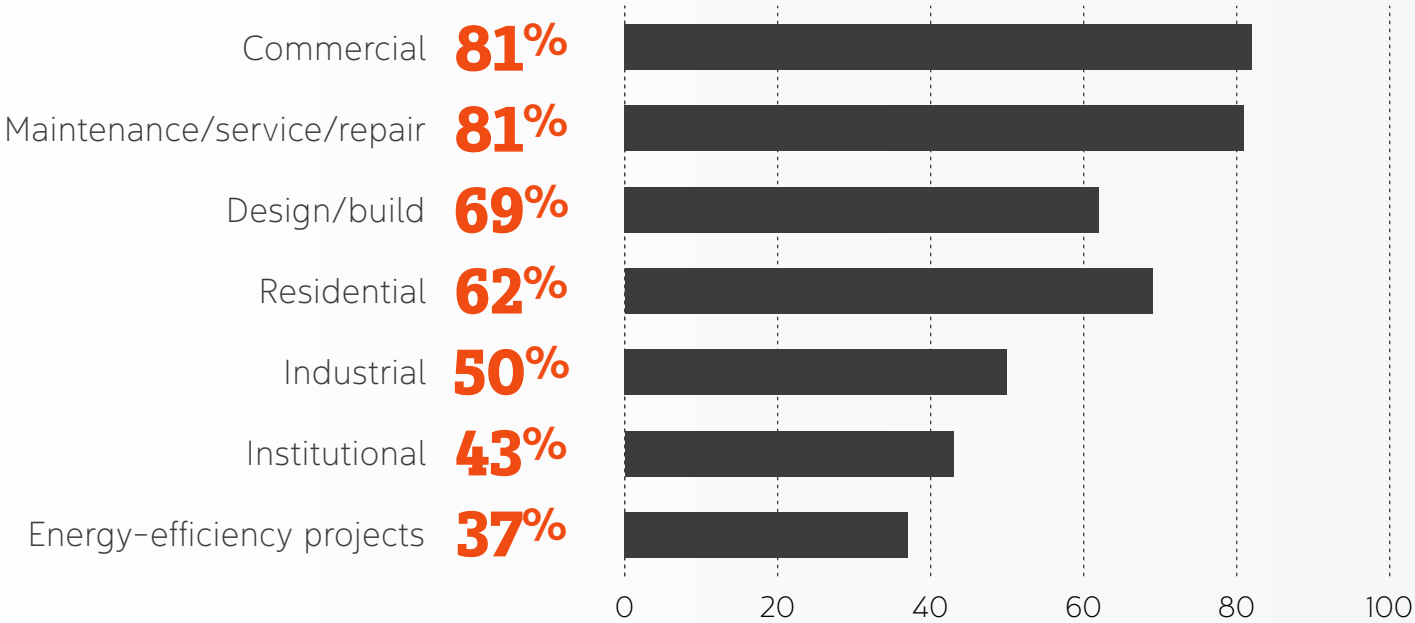
These stats are updated annually. Please contact your media group consultant for current data.

## Reader Demographics

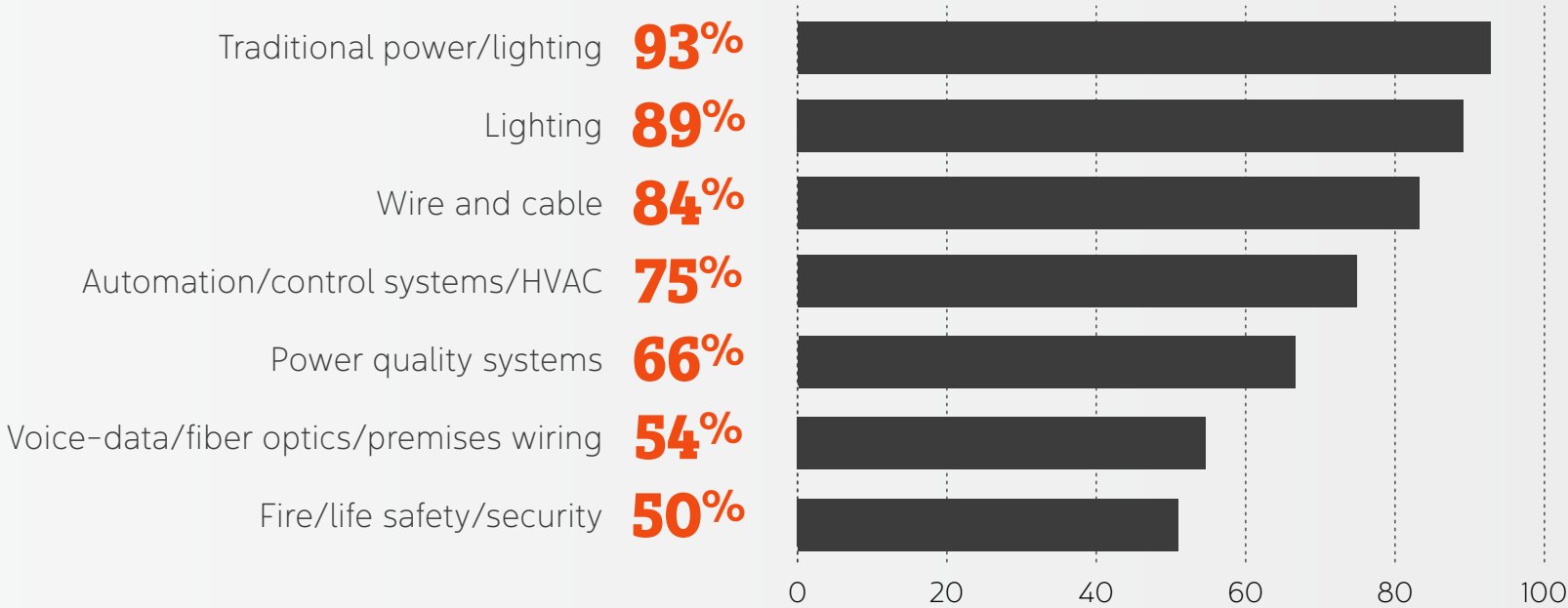


Sources: June 2023 BPA, various Baxter Research Center reports, June-July 2022 Reader Preference Study, and July 2022 Profile of the Electrical Contractor research

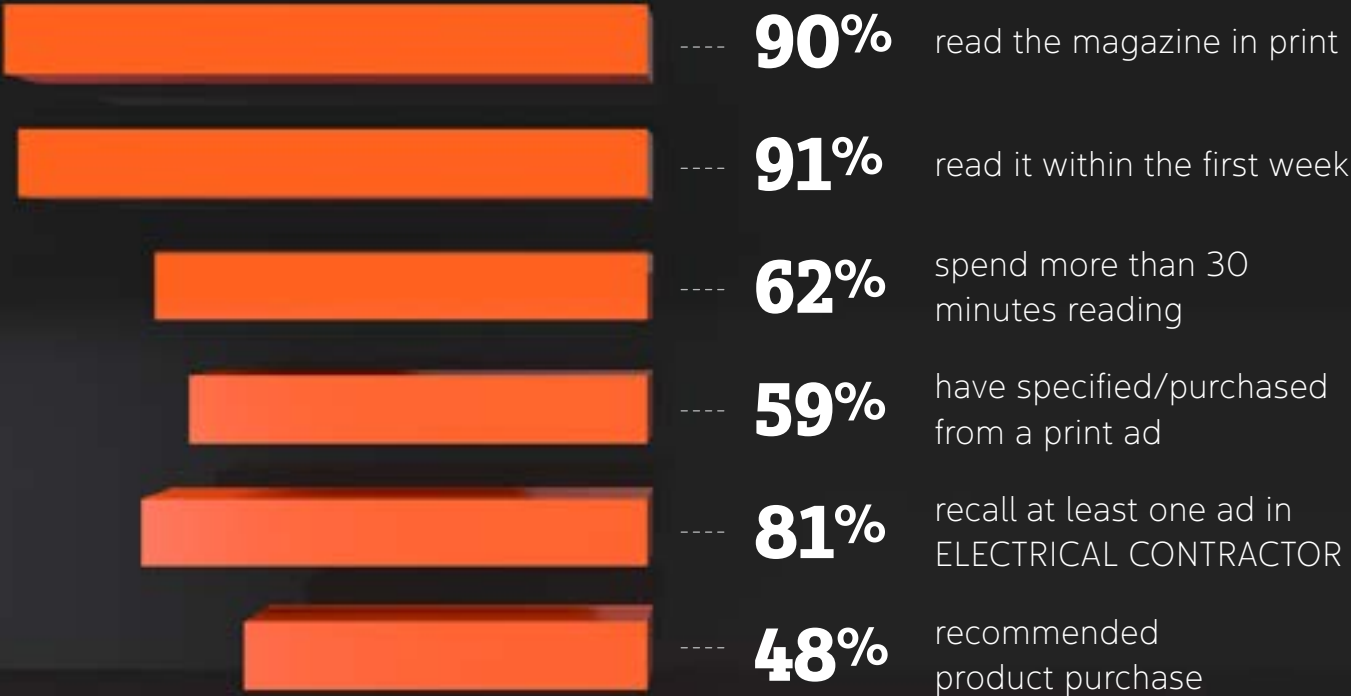
## Types of Construction Performed



## Types of Business Performed & Building Components Installed



# OUR INFLUENCE



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



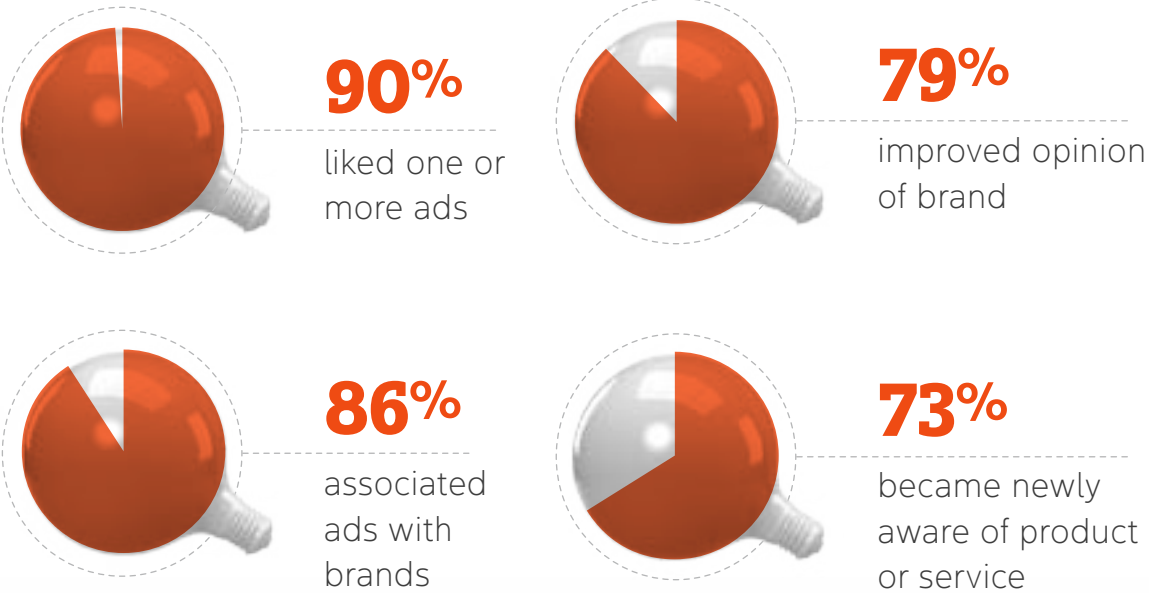
subscribers show advertising in **ELECTRICAL CONTRACTOR** to co-workers, clients or customers



subscribers read **ELECTRICAL CONTRACTOR** issues more than once

## AD INFLUENCE

After seeing an ad in **ELECTRICAL CONTRACTOR**, 95% of readers reported one of the following:



Sources: June 2022 BPA, various Baxter Research Center reports, June-July 2023 Reader Preference Study, and July 2022 Profile of the Electrical Contractor research  
These stats are updated annually. Please contact your media group consultant for current data.

"Provides a wide variety of products and services, NEC updates and Code discussions."

**SYSTEMS ENGINEER**

"The only magazine that one in this trade can call their very own. I can relate to just about everything in it. I see it come in the mail and can understand the feeling of why my wife reads novels."

**FOREMAN**

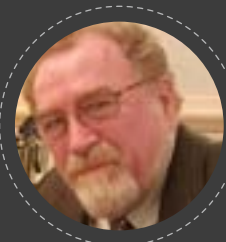
"I have been reading Electrical Contractor since 1975."

**OWNER**

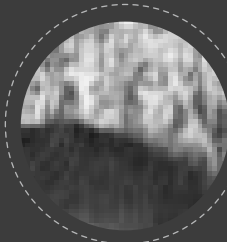
Sources: Baxter Readership Study Respondents

# 2024 MONTHLY EDITORIAL CALENDAR ELECTRICAL CONTRACTOR

## Contributing Influencers



**Mark C. Ode**  
NEC Expert



**Craig Dilouie**  
Lighting Expert



**Michael Johnston**  
NEC Expert



**Tom O'Connor**  
Safety Expert



**Deborah L. O'Mara**  
Integrated Systems Expert

**Jim Phillips**  
Arc Flash Safety Expert



**Holly Sauer**  
New Products Expert



**Jeff Griffin**  
Tools Expert

JANUARY	FEBRUARY	SAFETY LEADER	MARCH	LINE CONTRACTOR
<b>Construction Outlook</b> <b>Features:</b> <ul style="list-style-type: none"><li>• 2024 Construction Outlook: A look at economic predictions from around the industry</li><li>• Showstoppers 2023: Winning products from NECA 2023 Philadelphia in October</li><li>• Reinventing the Integrated Systems Industry</li><li>• Uninsurable: Weather Disaster Areas</li></ul> <b>Project:</b> Walker's Bluff Casino/Resort, Carterville, Ill. <b>Cool Tools:</b> Demo Hammers <b>Bonus Distribution:</b> BICSI Winter, Jan. 2024	<b>Workforce Development</b> <b>Features:</b> <ul style="list-style-type: none"><li>• The Apprentice Experience</li><li>• Training for Residential Work</li><li>• Material Handlers &amp; the Apprentice Pipeline</li><li>• Manufacturer Training</li><li>• Military Hiring</li></ul> <b>Project:</b> Bombard Electric, MSG Sphere, Las Vegas, Nev. <b>Cool Tools:</b> Certification Testers <b>Featured Products:</b> Boxes, Switches and Receptacles <b>Baxter Readership Studied Issue</b>		<b>Cabling/Building Controls</b> <b>Features:</b> <ul style="list-style-type: none"><li>• The Best Cabling to Use in Any Situation</li><li>• Beyond Building Controls</li><li>• Operation &amp; Maintenance: Getting the Contract</li><li>• Preparing for 6G</li><li>• IoT Lighting Controls</li></ul> <b>Project:</b> Schuler-Haas Electric, Rochester Institute of Technology Cybersecurity Lab <b>Cool Tools:</b> Tool Bags and Boxes <b>Featured Products:</b> Wire and Cable Management	
APRIL	MAY	SAFETY LEADER	JUNE	LINE CONTRACTOR
<b>Smart Building</b> <b>Features:</b> <ul style="list-style-type: none"><li>• "Resimerical" Lighting</li><li>• Water and Light in the Bathroom</li><li>• Creating the Right Work Lighting Environment</li><li>• Retrofitting for Smart Lighting</li><li>• MATTER Interoperability Standard</li></ul> <b>Project:</b> Baker Electric, Hy-Vee Supermarket Distribution Center, Cumming, Iowa <b>Cool Tools:</b> Electric Motor Testers <b>Featured Products:</b> Home Automation/ Lighting Controls	<b>Safety</b> <b>Features:</b> <ul style="list-style-type: none"><li>• Risk and Rapidly Evolving Tech</li><li>• Training Safety Directors and Project Managers</li><li>• Electric Vehicle Charging Safety</li><li>• Successful Commercial Safety Programs</li></ul> <b>Project:</b> Capital Electric Construction, Kansas City International Airport <b>Cool Tools:</b> Fishing Tapes and Poles <b>Featured Products:</b> PPE <b>Trade Show Distribution:</b> NECA Safety Professionals Conference, May 2024		<b>Renovation/Retrofit</b> <b>Features:</b> <ul style="list-style-type: none"><li>• The Electrified Locker Room</li><li>• Lights on for Hotel Construction</li><li>• Sustainable Historic Building Retrofits</li><li>• Full-Home Electrification</li><li>• E-Bike and Scooter Charging</li></ul> <b>Project:</b> Acrisure Stadium 5G, Pittsburgh; Bliss Addition at Hartford Hospital, Conn. <b>Cool Tools:</b> Cutting Accessories <b>Featured Products:</b> Hand Tools <b>Baxter Readership Studied Issue</b>	



Published in Every Issue:

- National Electrical Code columns
- OSHA standards and safety
- New products
- Integrated Systems special section
- Lighting/lighting controls
- Estimating
- Service/maintenance
- Business and financial columns
- Cabling and fiber optics
- Industry news briefs
- Fire/life safety systems
- Power quality
- Projects by electrical contractors
- Residential
- Security
- Arc flash safety
- Alternative energy
- Legal
- Safety quiz
- National Electrical Code quiz
- Technology
- Utility business

<div>JULY</div> <div>Profile of the Electrical Contractor</div> <div>Features:<ul style="list-style-type: none"><li>• 2024 Profile of the Electrical Contractor</li><li>• Midyear Construction Outlook</li><li>• (Company) Size Matters</li><li>• Urban/Rural Growth and Opportunity</li><li>• From Our Platform to Yours: Tool Influencers</li></ul></div> <div>Project: Critical Minerals Mining in the Upper Midwest</div> <div>Cool Tools: Cordless Saws</div> <div>Featured Products: Lamps, Ballasts and Drivers</div>	<div>AUGUST</div> <div>Collaborative Building/Service/Integration</div> <div>Features:<ul style="list-style-type: none"><li>• 2024 Profile of the Electrical Contractor, Part 2: Collaboration</li><li>• Brain Drain/Brain Gain</li><li>• Automated Warehouses</li><li>• IoT Service/Maintenance Operations</li></ul></div> <div>Project: Ontario, Canada, project</div> <div>Cool Tools: Portable Personal Work Lifts</div> <div>Featured Products: Testers and Meters</div> <div>Baxter Readership Studied Issue</div>	<div>SAFETY LEADER</div>	<div>SEPTEMBER</div> <div>NECA 2024 San Diego</div> <div>Features:<ul style="list-style-type: none"><li>• Electrical Construction Projects in San Diego</li><li>• The Labor Dilemma: Contractor Roundtable</li><li>• Family Business Survival</li><li>• Save Customers Money While Saving the Planet</li><li>• Precast Concrete Bases for EV Poles</li></ul></div> <div>Cool Tools: Using Testers Safely</div> <div>Featured Products: Work Site Accessories</div> <div>Trade Show Distribution: NECA Convention and Trade Show, San Diego</div>	<div>LINE CONTRACTOR</div>
<div>OCTOBER</div> <div>Emerging Technologies</div> <div>Features:<ul style="list-style-type: none"><li>• The Benefits of Working Abroad</li><li>• The Challenge of Obtaining New and Maintaining Existing Equipment</li><li>• Battery Energy Storage Installation and Operation</li><li>• Innovation for Electrical Contractors</li><li>• Smart, High-Performance Buildings</li></ul></div> <div>Project: McKinstry Co., Spokane, Wash., Connected Communities Project</div> <div>Cool Tools: Job Site Work Lights</div> <div>Featured Products: Software</div>	<div>NOVEMBER</div> <div>Tools and Technology</div> <div>Features:<ul style="list-style-type: none"><li>• The Right Tool for the Job</li><li>• Digital Technologies</li><li>• Tool Trends</li></ul></div> <div>Project: Womack Electric, Floating Solar System, N. Carolina</div> <div>Cool Tools: Cable Pullers</div> <div>Featured Products: Tools and Accessories</div>	<div>SAFETY LEADER</div>	<div>DECEMBER</div> <div>Lighting Special Report</div> <div>Features:<ul style="list-style-type: none"><li>• Lighting Prefab</li><li>• Workplace Well-Being and Health Through Lighting</li><li>• Temporary Lighting on the Construction Site</li><li>• Lighting Industry Roundup</li></ul></div> <div>Project: Millennium Park Holiday Lights, Chicago; Backowski Bridge of Lights, Shreveport, La.</div> <div>Featured Products: Luminaires</div> <div>Cool Tools: Insulated Tools</div> <div>Baxter Readership Studied Issue</div>	<div>LINE CONTRACTOR</div>

# 2024 MONTHLY EDITORIAL CALENDAR

## 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.

#### In Every Issue

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

#### FEBRUARY ISSUE

- OSHA 2024 Outlook
- Inside Wire Permitting Issues
- Paid Family Leave Preparation
- Developing Policies in Line With NFPA 70E

#### MAY ISSUE

- How Building Confidence Improves Safety
- Construction Industry Association for Suicide Prevention
- Biological Basis of Complacency
- A Look at Lockout/Tagout Regulations and Challenges

#### AUGUST ISSUE

- Advances in PPE Fit
- ANSI Self-Retracting Lifelines
- Reboot of the Voluntary Protection Program
- Make Safety Training Stick

#### NOVEMBER ISSUE

- Safety Walkaround to Prevent Incidents
- Stigma Compromises Psychological Safety
- Incident Reporting and Proactive Safety
- Joint Responsibility for Safety

### Line Contractor



Launched in 2021 to 16,000 subscribers, this supplement covers the outside line construction market from the electrical contractor's perspective.

#### In Every Issue

- Profiles of unique projects
- Behind the scenes interview
- Compliance
- The basics
- Training
- Utility report
- New products
- Safety briefing

#### MARCH ISSUE

- Staying on Track: Permitting Problems
- Seasonal Shift in Electrification
- Advanced Reconductoring
- Project: Eversource Transmission Structure Replacements, New Hampshire

#### JUNE ISSUE

- Mitigating Cyberthreats
- Offshore Wind
- Disposal of End-of-Life Equipment
- Project: Gilchrest Substation, Oregon

#### SEPTEMBER ISSUE

- Bringing 5G to Rural Areas
- Distributed Energy Resource Management Systems (DERMS) Explained
- Transmission & Distribution Protective Cover
- Project: TransWest Express Transmission System, Wyoming

#### DECEMBER ISSUE

- Lineman's Rodeo
- Vegetation Management
- Fall Protection Issues
- Project: K50 Transmission Structure Changeout, Vermont

## Rates

Contact your media group consultant to learn more about Safety Leader and Line Contractor sponsorships.

# 2024 PRINT PARTNERSHIPS—Rates & Sizes

Influence key decision-makers within the **\$225 billion** electrical contracting industry by advertising in **ELECTRICAL CONTRACTOR**. Connect with readers who have buying power, and maximize your marketing dollars with our discounts and packages for multiple insertions. Bonuses apply for any new advertisers!

## Deadlines

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

Send all materials to [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org). Materials must be in unzipped format as electronic high-res and print ready PDFs that meet printer's specs.

## Trim Sizes

	size in inches	
	Width	Depth
Full page	7"	10"
Full page w/bleed	8.25"	11.125"
2-Page spread w/bleed	16.25"	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"

## Production Specs

**Magazine Trim Size:** 8" × 10.875"

**Bleed:** allow 0.125" on all sides.

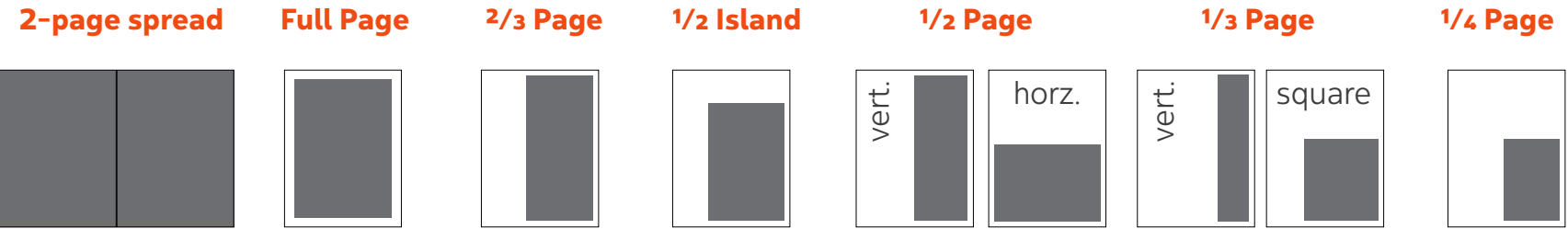
**Size with Bleed:** 8.25" × 11.125"

**Live Area:** 7.5" × 10.375"

**Printing:** Web-offset printing

**Binding:** Perfect bound

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



## Premium Rates

FREQ.	Full Page	2/3 Page	1/2 Island	1/2 Page	1/3 Page	1/4 Page
MAX	\$10,330	\$8,340	\$7,930	\$6,830	\$5,620	\$5,210
24x	\$10,480	\$8,520	\$8,130	\$6,960	\$5,710	\$5,300
21x	\$10,720	\$8,720	\$8,310	\$7,080	\$5,800	\$5,400
18x	\$11,190	\$8,950	\$8,450	\$7,230	\$6,020	\$5,600
15x	\$11,330	\$9,080	\$8,620	\$7,400	\$6,070	\$5,630
12x	\$11,520	\$9,330	\$8,890	\$7,610	\$6,180	\$5,690
9x	\$11,780	\$9,540	\$9,070	\$7,740	\$6,270	\$5,800
6x	\$11,990	\$9,660	\$9,230	\$7,850	\$6,370	\$5,890
3x	\$12,680	\$10,280	\$9,680	\$8,160	\$6,700	\$6,200
1x	\$13,240	\$10,710	\$10,160	\$8,630	\$6,960	\$6,450

## Nonpremium Rates

FREQ.	Full Page	2/3 Page	1/2 Island	1/2 Page	1/3 Page	1/4 Page
MAX	\$7,140	\$6,020	\$5,850	\$5,300	\$4,200	\$3,890
18x	\$7,360	\$6,070	\$5,880	\$5,460	\$4,290	\$4,020
12x	\$7,820	\$6,400	\$6,230	\$5,740	\$4,490	\$4,190
9x	\$8,090	\$6,610	\$6,430	\$5,900	\$4,590	\$4,290
6x	\$8,260	\$6,750	\$6,550	\$6,010	\$4,690	\$4,310
3x	\$8,620	\$6,990	\$6,830	\$6,270	\$4,870	\$4,520
1x	\$8,960	\$7,280	\$7,160	\$6,610	\$5,020	\$4,570



# 2024 PRINT PARTNERSHIPS—Extend Your Reach

## Special Options

Fortune favors the bold! Get creative with premium ad placements, and wow your audience with impressive options featuring gatefolds, fold-outs, posters, sticky notes and more. Budget-conscious bundles enable smaller companies to show off their wares to our engaged audience.

### 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

Supplied Insert Rates	
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 on both sides is counted as two pages. Rates include space and production costs.	
2-4 pages	\$6,600 per page/net
6-8 pages	\$6,200 per page/net
8+ pages	Consult publisher

### Marketplace

Marketplace Rates	
Our product showcase presents eight ad units per page in a special section of the magazine every month. Marketplace ad units are priced net (based on a 12-month contract period). <b>ELECTRICAL CONTRACTOR</b> reserves the right to edit advertiser copy that exceeds word limitations.	
1-3x per year	\$1,800 each
4-6x per year	\$1,600 each
7x or more per year	\$1,500 each

### 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.

## Partial-Page Print & Web Bundles

Use these print and web advertising packages to reach our 80,000+ 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).

	1/4 Page	1/3 Page	1/2 Page
In print:	1/4 page, 4-color ad	1/3 page vert., 4-color ad	1/2 page horz., 4-color ad
On the web:	30-day, siderail* ad rotating ECmag.com for 10,000 impressions (for each quarter-page connection ad)	Siderail ad* on web and mobile sites, 15,000 impressions	Siderail ad* on web and mobile sites, 20,000 impressions
Cost:	\$3,500 net each (6x frequency) \$3,000 net each (12x)	\$5,000 net each	\$6,500 net each

\* What are Siderail ads? See ECmag.com Rates and Positions on page 10 in this media kit.

## 2024 NECA Show Options

### 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.

### Show Guide

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

### Show Map

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



Ask your media group consultant for more information on the NECA Show options.

# 2024 WEBSITE SPONSORSHIPS

ECmag.com features interactive media that brings **ELECTRICAL CONTRACTOR** to life for our readers. From engaging videos to breaking news and web exclusives, more than 159,000 individual contractors find it all here monthly.

Advertisements seamlessly display run-of-site and on every device and platform. All prices are net (no agency commission). Print advertisers in **ELECTRICAL CONTRACTOR** or the supplements earn a discount on website advertising:

12+ = 20%  
insertions discount

6+ = 10%  
insertions discount

3+ = 5%  
insertions discount

Run-of-site excludes ancillary pages (about us, contact, etc.).

## Rates and Positions

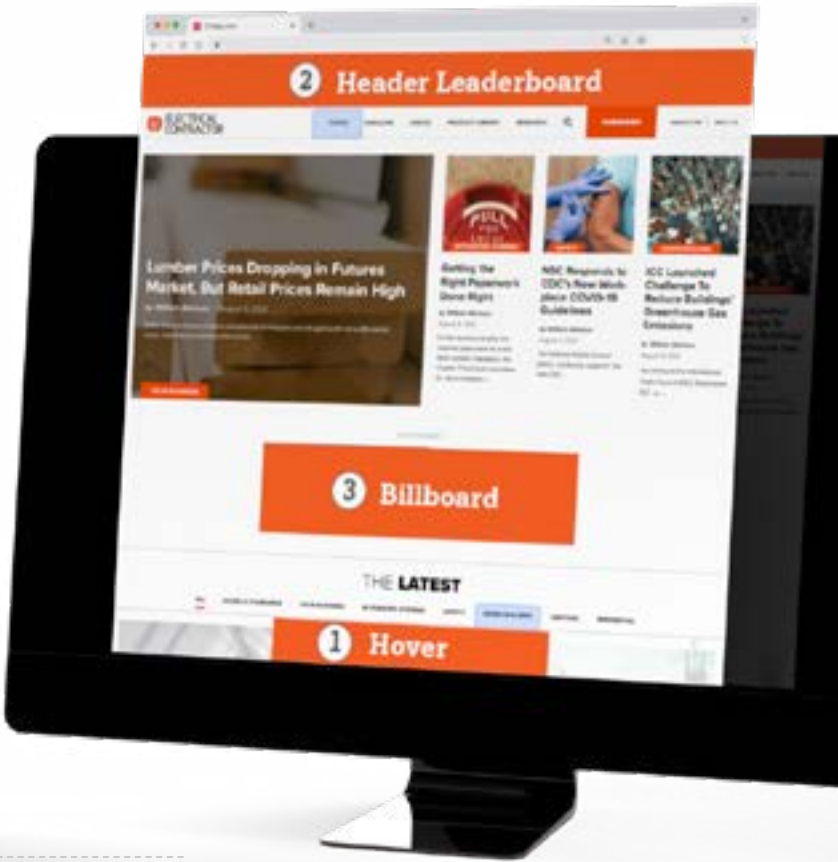
	Channel	Run-of-site monthly net (per rotation)	CPM/Direct buy or Programmatic	Image Sizes (pixels)
1	Hover (Displays bottom of window)	\$4,200	–	970×90, 970×480, 728×90, 768×384, 320×50, 300×250
2	Header Leaderboard	\$3,800	–	970×90, 728×90, 320×50
3	Billboard	\$3,500	–	970×250, 625×80, 300×250
4	Interstitial	\$4,000	–	Customizable
5	Half Page	\$3,400	\$25	300×600
6	Siderail	\$2,700	\$20	300×250
7	Video	\$800 (featured) \$500 (library)	–	2 thumbnails: 1,280×720 and 250×250

Programmatic options are available. Please contact your media group consultant.

## Formatting and Special Notes

All ads are IAB standard sizes and are 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 media group consultant 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 [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org). Do not email files in .zip format.  
**Visit our website advertising supplement for more detailed specs.**



# 2024 E-NEWSLETTER SPONSORSHIPS

Reach contractors where they do business: their inboxes. Our e-newsletters are sent to more than 60,000 industry professionals who count on **ELECTRICAL CONTRACTOR** to bring them of-the-moment news and compelling editorials. These decision-makers look to us to guide their awareness of new products.

## EC Weekly E-Newsletters

- WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5
- ●

●

●

●
- Lighting focus

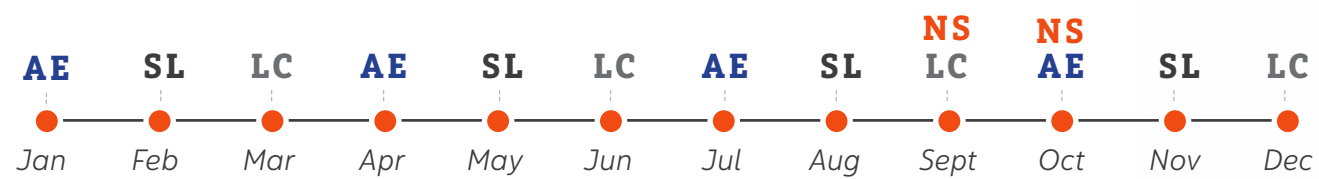
Integrated systems and low-voltage content including fire, life safety, security and communications systems

The monthly magazine issue

New products

General news and industry information (when applicable)

## Special Edition E-Newsletters



- ---

Monthly Digital Edition (when the digital edition launches)
- SL

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Safety Leader
- LC

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Line Contractor
- NS

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NECA Show (Preview edition, three show dailies & wrap up edition)
- AE

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Apprentice Edition

## Rates and Positions

	Position	Image Size (pixels)	Rate
1	Top Leaderboard	650×80 image	\$2,200 net
2	Top Banner	650×80 image	\$2,100 net
3	Middle Banner	650×80 image	\$2,000 net
4	Lower Banner	650×80 image	\$1,800 net
5	Image and Text	Advertiser supplies a headline, up to 25 words of text and an image sized 300×300 that is at least 150 dpi. Text ads run between magazine content.	\$1,800 net each
6	Single-sponsor edition buyout	All 7 ads (cost for fewer ads available upon request)	\$7,700



98%

Delivery rate

28%

Open the email

2.3%

Click-through

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 [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org) a week prior to the newsletter launch. Do not send in a .zip folder.

Contact your media group consultant for frequency discounts.



# REACH MORE ECs AND GENERATE LEADS

## Targeted/ First-Party Data Options

### 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 or 1.800.529.9020 ext. 5001

### First-Party Data Targeted e-Blasts

Deliver sponsored marketing messages directly to 32,000+ subscribers’ email inboxes. Responses are directly linked to your website for prompt action, such as lead collection.

95%

30%

1.2%

Delivery rate

Open the email

Click-through

Message should be formatted in HTML. Staff can assist. Make your selections here: [surveyMonkey.com/r/ECMAG\\_eblast](https://surveyMonkey.com/r/ECMAG_eblast).

### E-BLAST PLACEMENT AND RATES

Placement	Rate
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

## Lead-Generation

### 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.

### 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.

RATES
\$250 <sub>net</sub> (no leads)
\$750 <sub>net</sub> (with leads)

## Thought Leadership

### Sponsored Content

Sponsored content opportunities labeled on Ecmag.com and priced at \$2/word. We do not run sponsored content in the print magazine.

### Videos

Ecmag.com’s video library highlights market trends, new products and services, archived webinars, and industry news.

RATES
\$800 <sub>net</sub> (featured)
\$500 <sub>net</sub> (video library)

## Audience Extension

### Social Media

Extend your marketing messages and engage with our audience through sponsored posts.

### Programmatic Advertising on ECMAG.com

Take advantage of Ecmag’s audience extension to reach contractors across the internet.

# MARKET AND READERSHIP RESEARCH



## Subscriber Research Panel

Want to know what our readers think? Use our Subscriber Research Panel to conduct proprietary online custom studies, proof-of-concept product testing, marketing message testing, focus groups and polls. Since 2016, our panel of **ELECTRICAL CONTRACTOR** subscribers has grown to more than 1,400 contractors available to respond to your research queries.

Contact publisher Andrea Klee for more information.



## 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.

# 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 2024 print advertising contracts received at ECMAG by Dec. 31, 2023, will be rate-protected at prevailing 2023 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 [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org). 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 [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org)

- 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 these terms 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

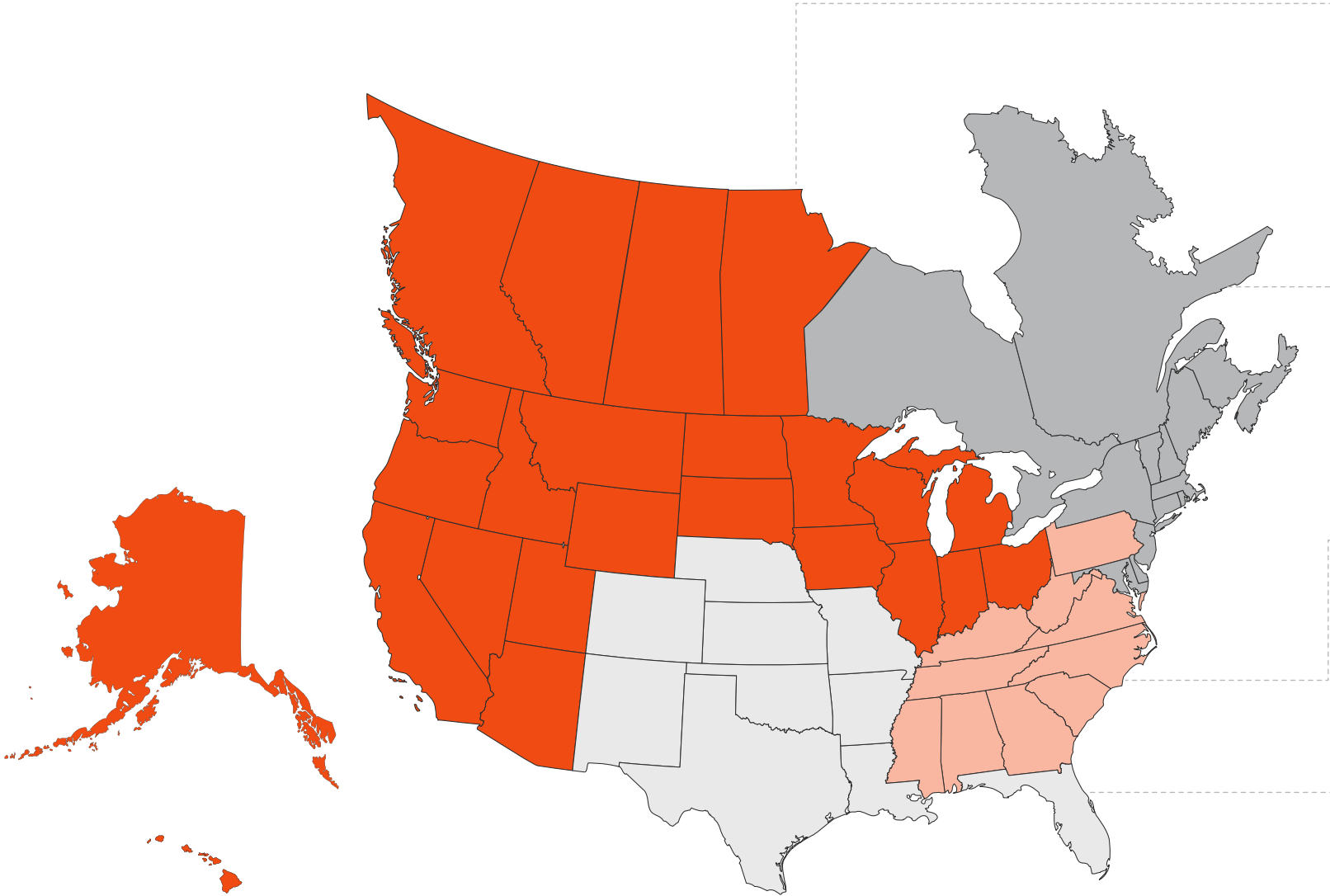
be valid unless signed by an authorized representative of ECMAG. All disputes shall be governed by and construed in accordance with the laws of the State of Maryland and Advertiser hereby consents to the exclusive jurisdiction of the federal and state courts located in the State of Maryland.

- 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 of 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.



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