

OFFICIAL NECA 2026 LAS VEGAS PRINT AND DIGITAL SPONSORSHIP OPPORTUNITIES

The NECA Convention and Trade Show is the electrical industry's largest gathering of product purchasers and decision-makers, with thousands of attendees and hundreds of exhibitors. Extend your NECA Show messaging to the entire electrical construction industry through advertising with Electrical Contractor Media Group, the official publishing partner of NECA.

Official NECA 2026 Las Vegas Show Guide

This booklet is full of need-to-know info, including the trade show exhibitors and schedule-at-a-glance.

- Premier advertising opportunity for promoting your presence at the convention and trade show.
- Reach hundreds of contractors responsible for more than 40% of the total industry dollar volume.
- Standalone copies will be available in bins throughout NECA 2026 Las Vegas.



ELECTRICAL CONTRACTOR'S NECA 2026 Las Vegas Special Issue

Reach important decision-makers in the largest print edition of the year. Buy an advertisement in **ELECTRICAL CONTRACTOR'S** September 2026 issue, get a second advertisement 50% off, plus a discounted ad in the Show Guide or Map. (Second ad must appear in the Oct., Nov. or Dec. 2026 issue.)

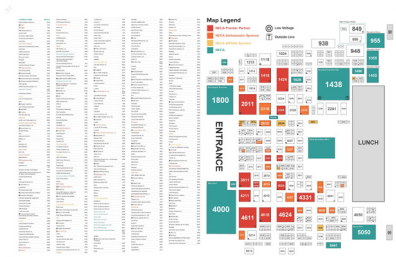


- Delivered to 80,000+ subscribers by mail
- Will also be available to thousands of attendees at NECA 2026 Las Vegas
- Build brand recognition by reaching management-level decision makers at key electrical contracting firms

Official NECA 2026 Las Vegas Map

Promote your trade show features and direct attendees to your booth at the NECA Trade Show.

- Premier Partners, Ambassadors and Affiliates get special recognition on the map.
- Standalone copies will be available in bins throughout NECA 2026 Las Vegas.



Official NECA 2026 Las Vegas Newsletter

The official NECA 2026 Las Vegas newsletters educate and inform, generate excitement and give advertisers a chance to direct readers to specific events, products and developments.

- Five e-newsletters: Sept. 30 (NECA 2026 Las Vegas Preview and Showcase of Products), daily recaps Oct. 5-7, and Oct. 8 (NECA 2026 Las Vegas Wrap-up)
- Emailed to 60,000 subscribers and all NECA 2026 Las Vegas attendees
- Special discount: Buy three ads and get one free! Does not include product listings.



Contact your media group consultant for advertising rates:

Justin Boulka, The Wyman Company | 612.986.6973 | jboulka@thewymancompany.com



Advertising Details

Print insertion orders due August 5. Ad materials due August 12.
Get your ad orders/materials to secure your spot!

September 2026 Show Issue

Buy a half-page (or larger) ad in the September 2026 NECA Show issue of **ELECTRICAL CONTRACTOR**, and you will receive:

- 50% off a second ad in the September, October, November or December 2026 issues. Both ad units must be larger than 1/4-page and full-run, excluding regional inserts. Marketplace and print and web bundle promotions are excluded.
- A discount on your ad in the NECA 2026 Las Vegas Guide or Map (see chart below)
- Pricing/specs for the 2026 Official Show Issue and the bonus 50% off ad can be found in the 2026 media kit or by emailing your media group consultant.

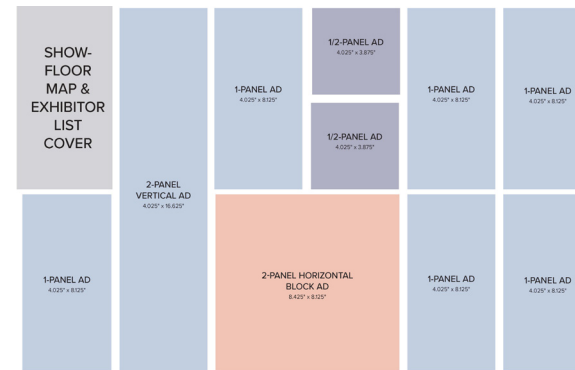
Official NECA 2026 Las Vegas Guide

AD SIZE	SEPTEMBER ADVERTISER + GUIDE RATE	GUIDE-ONLY RATE
1/2 page	\$3,100	\$4,100
Full page	\$4,600	\$6,100
Back cover	\$6,100	\$8,100
2-page spread	\$10,100	\$12,600

Contact your media group consultant to order:
Justin Boulka, The Wyman Company
Phone: 612.986.6973 | **Email:** jrboulka@thewymancompany.com

Official NECA 2026 Las Vegas Map

AD SIZE	PAGE SIZE	SEPTEMBER ADVERTISER + MAP RATE	REGULAR RATE
Half-panel	4.025" x 3.875"	\$1,000	\$1,500
One-panel	4.025" x 8.125"	\$1,700	\$2,600
Two-panel block	8.425" x 8.125"	\$3,000	\$3,600
Two-panel vertical	16.625" x 4.025"	\$3,600	\$4,300





Advertising Details

Extend your reach to the entire industry. These opportunities will sell out.

Print Advertising Specifications

High-resolution, print-ready PDFs are preferred and must meet printer specs. Electronic files must be emailed as an attachment (no .zip files), sent through Dropbox, or uploaded through the Ad Orbit portal.

- All files should be built according to the final trim size. See trim sizes below. Guide ads should include an additional 1/8-inch bleed on all four sides. All live matter or type should be at least 1/2 inch inside the trim size.
- Files must be ready for high-resolution output (at least 300 dpi) and may not contain low-resolution images.
- All fonts used to produce the PDF must be embedded in the final file.
- Please convert all RGB and PMS colors to CMYK before writing PDF files.

SHOW ISSUE TRIM SIZE	WIDTH (in.)	DEPTH (in.)
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 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"

Official NECA 2026 Las Vegas Newsletter

Insertion orders and ad materials due **Sept. 23.**


- **Leaderboard and Banner (top, middle, lower):** Advertiser supplies a 650 x 80 image that is at least 150 dpi (max 5 MB) and a website URL.
\$2,200 net
- **Text ads:** Advertiser supplies up to 50 words of text, a 300 x 300 image that is at least 150 dpi (max 5 MB) and a website URL. Text ads run between content.
\$1,800 net
- **NECA Showcase of Products:** Advertiser supplies product name, 25 words of text, a 300 x 300 image that is at least 150 dpi (max 5 MB) and a website URL. Only available in Sept. 30th preview e-newsletter.
\$775 net per product
- **Special discount:** Buy three ads and get one free! Does not include product listings.
\$5,000 net for four e-newsletters
- Advertisers are also invited to send news, product announcements and event details; however, inclusion is limited by space and editorial discretion.

Contact

Justin Boulka, The Wyman Company
Phone: 612.986.6973
Email: jboulka@thewymancompany.com

LEADERBOARD
650 X 80


NECA 2023 PHILADELPHIA - DAY 1 RECAP



Being 'Keepers of the Flame': An Interview with Jay Wright
By Colleen Beatty
 Jay Wright is widely regarded as one of the best coaches in college basketball, having recently retired after 21 years as the head coach of Villanova men's basketball, which achieved 14 NCAA Tournament appearances and won two national titles in 2016 and 2018.

IMAGE
300 X 300


TEXT AD



25 Showstopper Winners Announced at NECA 2023 Philadelphia
By Colleen Beatty
 The **25 winners** of the 2023 NECA Showstopper Awards were announced on Saturday, Sept. 30 at NECA 2023 Philadelphia. The annual Showstopper Showcase at the NECA Convention and Trade Show highlights the newest products and services on the market, and included more than 170 entries this year.

BANNER
650 X 80

FROM THE TRADE SHOW FLOOR



Champ, the mascot for Champion Fiberglass, greeted visitors at booth 1192.

BANNER
650 X 80