2020 MEDIA KIT

advertising opportunities, rates, positions and specifications
THE EC MEDIA GROUP IS MORE THAN A MAGAZINE—it’s a way to connect with your customers, from their mailbox to their smartphone. With so many advertising options, you can pick and choose how you want to reach them.

ELECTRICAL CONTRACTOR is the leading information source serving the commercial, industrial, institutional, residential and nonbuilding electrical contracting community.
ELECTRICAL CONTRACTOR
readers keep magazines
to show their colleagues.

80,030
SUBSCRIBERS
1.5
PASS-ALONG RATE

More than 600k engagements each month

ECMAG.COM
120,000
UNIQUE WEBSITE USERS
PER MONTH

APP/DIGITAL EDITION
2,400
USERS

E-NEWSLETTER
80,000
INBOXES
W/ 240,000 IMPRESSIONS
PER MONTH

SOCIAL MEDIA
47,800
TWITTER IMPRESSIONS
PER MONTH

READERS
8/10
Retain print copies of ELECTRICAL CONTRACTOR

7/10
Show advertising in ELECTRICAL CONTRACTOR
to co-workers, clients or customers
ELECTRICAL CONTRACTOR is the only publication strictly for electrical contractors; it is designed to serve these subscribers every issue. It is the most well-read publication in the industry. Your customers love ELECTRICAL CONTRACTOR.

INTEGRATED SYSTEMS
Today’s electrical contractors are now system integrators. To educate them, we provide monthly low-voltage design and installation content in a dedicated integrated systems section. Marketers can take advantage of lower-priced integrated systems advertising options in every issue.

ONLY 25% OF ECS SUBSCRIBE TO CABLING OR SECURITY PUBLICATIONS. THEREFORE, YOU CAN ONLY REACH THEM THROUGH ELECTRICAL CONTRACTOR.

80,030 BPA-AUDITED SUBSCRIBERS

60k LOCATIONS
60,000 READERS PER COPY
$181B SIZE OF MARKET
$181 BILLION DOLLAR VOLUME
70% SPECIFY BRANDS

93% read the magazine in print*
95% read it within the first week*
70% spend more than 30 minutes reading*
66% have specified/purchased from an ad in EC*

* Source: Baxter Research Center’s Readership studies
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.

<table>
<thead>
<tr>
<th>TITLE/POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
</tr>
<tr>
<td>85%</td>
</tr>
<tr>
<td>23%</td>
</tr>
<tr>
<td>10%</td>
</tr>
<tr>
<td>3%</td>
</tr>
</tbody>
</table>

95% of ECs now perform low-voltage work:

- 51% Communications systems/connectivity
- 72% Automation/control systems
- 34% HVAC controls
- 34% Low-voltage systems integration
- 25% Low-voltage design or specification

Sources: June 2019 BPA, August 2018 Baxter Research Center report, June 2019 Reader Preference Study, and July 2018 Profile of the Electrical Contractor research
2020 EDITORIAL CALENDAR

JANUARY
2020 CONSTRUCTION OUTLOOK
• 2020 Construction Forecast—An Examination of the Construction Economy
• OSHA Outlook
• Showstopper Awards
• Main Causes of Business Failure
Cool Tools: Digital Thermometers
Ad Close: Dec. 6, 2019

FEBRUARY
WORKFORCE DEVELOPMENT
• Bringing Women into the Industry
• Trade Education Around the World
• Unconventional Sources for Recruits
• Becfriending Building Managers
Products: Boxes, Switches, Receptacles
Cool Tools: Cordless Band Saws
Ad Close: Jan. 7, 2020

MARCH
CABLEING/BUILDING CONTROLS
• Using Power Over Ethernet Safely
• Controls and Other Smart Technologies
• Product and Tech Trends
• Underground Report: Locators
Products: Wire, Cable, Cable Management
Cool Tools: Power Quality testers
Ad Close: Feb. 7, 2020

APRIL
SMART LIGHTING
• Lighting Roundtable: What’s New in Lighting in 2020
• Lighting the Hospital Space
• Municipal Smart Lighting
• LED Retrofits vs. Converting to New Technology
Products: Home Automation/ Lighting Controls
Cool Tools: Impact of Brushless Motors
Ad Close: Mar. 6, 2020

MAY
SAFETY
• Accelerating Industrial IoT Deployments
• Safety Wearables
• OSHA/Electrical Safety Update
• Serious Injury and Fatality Prevention
• Connecting Navajo Nation to the Power Grid
Products: PPE
Cool Tools: Test Equipment Safety
Ad Close: Apr. 6, 2020

JUNE
RENOVATION/ RETROFIT
• Wiring RV Parks
• The Outdoor Office: Working in Public
• Office Space Trends
• Resiliency Renovations
• Project: Galaxy’s Edge: Star Wars Disneyland
Products: Hand Tools
Cool Tools: Fish Tape, Fishing Tools
Ad Close: May 6, 2020

JULY
PROFILE OF THE ELECTRICAL CONTRACTOR
• 2020 Profile of the Electrical Contractor
• 8 Practical Steps to Productivity
• Preserving Institutional Knowledge of Retiring ECs
• EC Genealogy: Improving Performance
Products: Lamps, Ballasts, Drivers, Light Engines
Cool Tools: Rotary Hammers
Ad Close: June 5, 2020

AUGUST
SMART BUILDING
• 2020 Profile of the Electrical Contractor, part 2
• Productive Prefab
• Demystifying Residential Green Certification Programs
• Lightning Protection
• Planning to Age in Place
• Project: Detroit Microapartments
Products: Testers/Meters
Cool Tools: Gadgets
Ad Close: July 6, 2020

SEPTEMBER
NECA SHOW CHICAGO
• Chicago Project Profiles (Governor’s Mansion, McDonald’s Lincoln Park Zoo; University of Chicago Cyclotron)
• Chicago Smart Lighting Program
• EVs and Local Distribution Grids
• Electric Utilities’ Customer-Engagement Campaigns
Products: Work-Site Accessories
Cool Tools: Certification Testers
Ad Close: Aug. 5, 2020

OCTOBER
EMERGING MARKETS GREEN BUILDING
• Digital Electricity
• Exploding Popularity of Microgeneration
• Smart Farms
• Next-Gen Nuclear Reactors
• Digital Twins for Construction
Products: Software
Cool Tools: Work Vehicles
Ad Close: Sept. 8, 2020

NOVEMBER
TOOLS AND EQUIPMENT
• The Changing Landscape of Switchgear Installations
• Most-Used Tools by ECs
• ‘Non-Wire’ Approaches for Utilities
Products: Tools and Accessories
Cool Tools: Cable Pullers
Ad Close: Oct. 7, 2020

DECEMBER
LIGHTING SPECIAL REPORT
• Seniors Expect More From Lighting
• Why Are Yesterday’s Big Names in Lighting Getting out of the Business?
• Health and Outdoor Lighting
• Project “Trenton Makes, the World Takes” Sign Lighting Replacement
Products: Lighting Fixtures
Cool Tools: Cordless Power Saws
Ad Close: Nov. 5, 2020

IN EVERY ISSUE
SPECIAL LIGHTING AND INTEGRATED SYSTEMS
LOW-VOLTAGE CONTENT: Cabling, Datacom, Fiber Optics, Fire and Life Safety Systems, IoT, Lighting, Technology, Low-Voltage Contracting (Meet the Integrator), Security; Dedicated Integrated Systems Products Section

Commercial/Industrial/Institutional Estimating
• Ideas that Work for Professionals
• Industry Watch News Briefs
• Lighting/Lighting Controls
• National Electrical Code FAQs
• National Electrical Code in Focus
• National Electrical Code Comments
• National Electrical Code Applications
• New Products
• Power Quality
• Projects by electrical contractors
• Residential
• Safety

SIX TIMES A YEAR
Arc Flash Safety
Alternative Energy
Business and Financial Topics
Industrial Construction
Legal Column
National Electrical Code Quiz
Safety Quiz
Service/Maintenance
Utility Business

TRADE SHOW DISTRIBUTION
NECA Show Chicago, Oct. 3–6
Sept. Issue
NECA Safety Professionals Conference

BAXTER READERSHIP STUDY
February, May, August, November
2020 PRINT ADVERTISING RATES

**2020 PRINT ADVERTISING RATES**

According to Baxter Research Center, 97% recall seeing a 2-page spread, 78% recall seeing a one-page ad, 70% notice a half-page ad, and nearly 60% spot a quarter-page or marketplace ad.

### Black-and-White Space Rates

Based on number of insertions of standard units within a 12-month period

<table>
<thead>
<tr>
<th>FREQ.</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 ISLAND</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAX</td>
<td>$8,540</td>
<td>$6,580</td>
<td>$5,090</td>
<td>$3,900</td>
<td>$3,500</td>
<td></td>
</tr>
<tr>
<td>24x</td>
<td>$8,690</td>
<td>$6,760</td>
<td>$5,220</td>
<td>$3,990</td>
<td>$3,590</td>
<td></td>
</tr>
<tr>
<td>21x</td>
<td>$8,930</td>
<td>$6,950</td>
<td>$5,340</td>
<td>$4,080</td>
<td>$3,680</td>
<td></td>
</tr>
<tr>
<td>18x</td>
<td>$9,390</td>
<td>$7,180</td>
<td>$5,490</td>
<td>$4,290</td>
<td>$3,880</td>
<td></td>
</tr>
<tr>
<td>15x</td>
<td>$9,530</td>
<td>$7,310</td>
<td>$5,650</td>
<td>$4,430</td>
<td>$3,910</td>
<td></td>
</tr>
<tr>
<td>12x</td>
<td>$9,710</td>
<td>$7,560</td>
<td>$5,860</td>
<td>$4,450</td>
<td>$3,970</td>
<td></td>
</tr>
<tr>
<td>9x</td>
<td>$9,970</td>
<td>$7,760</td>
<td>$5,990</td>
<td>$4,540</td>
<td>$4,080</td>
<td></td>
</tr>
<tr>
<td>6x</td>
<td>$10,180</td>
<td>$7,880</td>
<td>$6,100</td>
<td>$4,640</td>
<td>$4,170</td>
<td></td>
</tr>
<tr>
<td>3x</td>
<td>$10,860</td>
<td>$8,490</td>
<td>$6,400</td>
<td>$4,960</td>
<td>$4,470</td>
<td></td>
</tr>
<tr>
<td>1x</td>
<td>$11,410</td>
<td>$8,920</td>
<td>$6,870</td>
<td>$5,220</td>
<td>$4,720</td>
<td></td>
</tr>
</tbody>
</table>

**2-PAGE SPREAD:** Double the black-and-white full-page rate plus color rate.

**COLOR:** +$2,420

### Sizes

- **2-PAGE SPREAD**
- **FULL PAGE**
- **2/3 PAGE VERTICAL**
- **1/2 PAGE ISLAND**
- **1/2 PAGE VERTICAL**
- **1/4 PAGE SQUARE**
- **1/4 PAGE**

### Integrated Systems Section B/W Space Rates

Based on number of insertions of standard units within a 12-month period

<table>
<thead>
<tr>
<th>FREQ.</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 ISLAND</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAX</td>
<td>$5,400</td>
<td>$4,290</td>
<td>$4,130</td>
<td>$3,590</td>
<td>$2,500</td>
<td>$2,200</td>
</tr>
<tr>
<td>18x</td>
<td>$5,610</td>
<td>$4,340</td>
<td>$4,160</td>
<td>$3,740</td>
<td>$2,590</td>
<td>$2,320</td>
</tr>
<tr>
<td>12x</td>
<td>$6,070</td>
<td>$4,670</td>
<td>$4,500</td>
<td>$4,020</td>
<td>$2,790</td>
<td>$2,490</td>
</tr>
<tr>
<td>9x</td>
<td>$6,330</td>
<td>$4,880</td>
<td>$4,700</td>
<td>$4,180</td>
<td>$2,890</td>
<td>$2,590</td>
</tr>
<tr>
<td>6x</td>
<td>$6,500</td>
<td>$5,010</td>
<td>$4,820</td>
<td>$4,280</td>
<td>$2,980</td>
<td>$2,610</td>
</tr>
<tr>
<td>3x</td>
<td>$6,860</td>
<td>$5,250</td>
<td>$5,090</td>
<td>$4,540</td>
<td>$3,160</td>
<td>$2,820</td>
</tr>
<tr>
<td>1x</td>
<td>$7,190</td>
<td>$5,540</td>
<td>$5,420</td>
<td>$4,880</td>
<td>$3,310</td>
<td>$2,870</td>
</tr>
</tbody>
</table>

**2-PAGE SPREAD:** Double the black-and-white full-page rate plus color rate.

**COLOR:** +$1,636
COVERS AND GUARANTEED 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

MARKETPLACE—A MINI TRADE SHOW IN PRINT
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 RATES**
- 1-3x per year $1,500 each
- 4-6x per year $1,400 each
- 7x or more per year $1,300 each

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.

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

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).

<table>
<thead>
<tr>
<th>Printer</th>
<th>Web</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUARTER-PAGE</td>
<td></td>
<td>1/4 page, 4-color ad On the web: 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 $3,000 net each (6x frequency) $2,500 net each (12x)</td>
</tr>
<tr>
<td>THIRD-PAGE</td>
<td></td>
<td>1/3 page vertical, 4-color ad On the web: Siderail No. 2 ad* on web and mobile sites or a less than 3-min. video hosted on ECmag.com $4,500 net each</td>
</tr>
<tr>
<td>HALF-PAGE</td>
<td></td>
<td>1/2 page horizontal, 4-color ad On the web: Siderail No. 1 ad* on web and mobile sites or a less than 3-min. video hosted on ECmag.com $6,000 net each</td>
</tr>
</tbody>
</table>

*What are Siderail No. 1 and No. 2? See ECmag.com Rates and Positions page in this Media Kit.
RATE PROTECTION
All 2020 print advertising contracts received at ELECTRICAL CONTRACTOR by Dec. 31, 2019, will be rate-protected at prevailing 2019 published rates for all insertions covered under that contract. NOTE: Unfulfilled contracts will be short-rated to frequency earned.

COMMISSIONS, PAYMENTS, ORDERS
ELECTRICAL CONTRACTOR allows 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:
- Reject any advertisement deemed inappropriate to our publications, NECA policy/standards or the electrical contracting industry.
- Notify advertiser if their agency has not paid in full within 90 days of invoice date.
- Hold advertiser responsible for payment in full if advertiser’s agency declares bankruptcy or 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.

NECA Show exhibitors may be denied booth setup privileges unless all outstanding NECA and ELECTRICAL CONTRACTOR invoices past due (+90 days) are paid in full by show setup date.

ADVERTISING MATERIALS SPECIFICATIONS
Electronic files: High-res, print-ready PDFs are preferred and must meet printer specs. Send electronic files, not zipped, to Dominique Minor at dominique.minor@necanet.org or through Dropbox. Contact Dominique at 301.215.4502.

FILE SPECS
See trim size above and note that 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 being sent must be ready for high-resolution output, at least 300 dpi, with no low-resolution images.
- 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.
- All fonts used to produce the PDF must be 100% embedded in the PDF.
- Please convert all RGB and spot colors to CMYK process before creating PDFs. Our system will convert RGB to CMYK, but the result might be different than expected.
- Our email provider does not accept .zip formats, so please do not zip your files to compress them.

Printing: Web-offset printing
Binding: Perfect bound

Trim Size
Magazine Trim Size: 8.125” × 10.875”
For bleed, allow 0.125” on all sides.
Size with Bleed: 8.375” × 11.125”
Live Area: 7.625” × 10.375”

拒不接受任何介于编辑内容的广告。不得以任何方式陈述或暗示任何NECA实体，包括ELECTRICAL CONTRACTOR的赞助。

ELECTRICAL CONTRACTOR

NOTE: CANCELLATIONS RECEIVED BY ELECTRICAL CONTRACTOR AFTER INSERTION ORDER DEADLINE FOR THAT ISSUE ARE SUBJECT TO A NONCOMMISSIONABLE PENALTY OF $1,500.
The NECA Show is the industry’s largest gathering of product purchasers and specifying decision-makers.

THE NECA SHOW IS THE NO. 1 TRADE SHOW FOR ELECTRICAL CONTRACTORS, AND ELECTRICAL CONTRACTOR’S SEPTEMBER ISSUE GIVES YOU ADDITIONAL EXPOSURE TO CONVENTION & TRADE SHOW ATTENDEES.

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 an ad in the September issue, get a second same-size ad unit with a 50% discount in the September, October or November issues.

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

2020 OFFICIAL NECA SHOW POCKET GUIDE
We’re changing the NECA Show Directory in 2020. Contact your marketing rep for the new details.

SHOW MAP ADVERTISING
The official show map tucks neatly in a pocket in the inside back cover of the NECA Show Directory and is handy enough for attendees to carry around.

2020 OFFICIAL NECA SHOW E-NEWSLETTER & OFFICIAL SHOW DAILY
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 NECA SHOW PRODUCT SHOWCASE
September issue advertisers who exhibit at the NECA Show in Chicago can run a product release in this special e-Newsletter for $575 net per product. The Product Showcase is distributed to our entire 80,000-name e-Newsletter list.

ARE YOU A NECA SHOWSTOPPER?
The magazine partners with the NECA Show staff to sponsor the Showstopper Awards. Eligible products are displayed in a special area on the show floor. An independent contractor panel judges the entries and selects the best of the best. Awards are presented at a special magazine/show reception and featured in a multipage article in ELECTRICAL CONTRACTOR’s January 2021 issue.
ECmag.com

All content created for ELECTRICAL CONTRACTOR appears on ECmag.com. Website visitors find breaking news, web exclusives, videos, new product listings, special event coverage, independent market research and more. For more information, see page 12.

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.

Targeted e-Blasts

Deliver sponsored marketing messages directly to more than 40,000 subscribers’ email inboxes. See page 14.

Weekly e-Newsletters

Go directly to the inboxes of 80,000 contractors, with compelling editorial from the print and online editions as well as industry content curated for this format. See page 13.

Social Media

ELECTRICAL CONTRACTOR connects with more than 23,500 users through social media, promoting content and communicating industry information.

@ElectricalContractorMagazine
@ECmagdotcom

Videos

ECmag.com’s video library highlights market trends, products and services, and news from around the industry. The video library archives all past webinars. See page 14.

Webinars

We put on a show, with a webinar that connects industry suppliers with our subscribers. These educational presentations feature targeted content that is broadcast to hundreds of registrants. See page 14.

Online Surveys

Use our Subscriber Research Panel to ask ECs your burning questions. See page 15.
### ELECTRICAL CONTRACTOR

### ECMAG.COM

### RATES & POSITIONS

#### 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 2019 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, etc.). All other positions are limited to four rotations with the exception of 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.

#### SPONSORED CONTENT

Ask your marketing representative about sponsored content opportunities.

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>RUN OF SITE MONTHLY NET (per rotation)</th>
<th>IMAGE SIZES (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOVER (DISPLAYS AT BOTTOM OF WINDOW)</td>
<td>$4,000</td>
<td>970×90, 970×480, 728×90, 768×384, 320×50, 300×250</td>
</tr>
<tr>
<td>A HEADER LEADERBOARD</td>
<td>$3,600</td>
<td>970×90, 728×90, 320×50</td>
</tr>
<tr>
<td>B BILLBOARD 1</td>
<td>$3,200</td>
<td>970×90, 728×90, 320×50</td>
</tr>
<tr>
<td>C BILLBOARD 2</td>
<td>$2,800</td>
<td>970×90, 728×90, 320×50</td>
</tr>
<tr>
<td>D SIDEBAR 1</td>
<td>$2,500</td>
<td>300×250</td>
</tr>
<tr>
<td>E SIDEBAR 2</td>
<td>$2,200</td>
<td>300×250</td>
</tr>
<tr>
<td>F FEATURED SPONSOR AD/BUTTON</td>
<td>$1,500</td>
<td>125×125</td>
</tr>
<tr>
<td>G FEATURED VIDEO (ONE ROTATION)</td>
<td>$800</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Reach 80,000 of your customers each week.

**WEEKLY E-NEWSLETTER**

Put your message in front of 80,000 industry professionals in a monthly, targeted environment. The e-newsletter is delivered to key product and system designers, specifiers, buyers and installers.

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.

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**E-NEWSLETTER RATES & POSITIONS**

Reach 80,000 of your customers each week.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>IMAGE SIZE (pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP LEADERBOARD BANNER</td>
<td>650×80</td>
<td>$2,000 net</td>
</tr>
<tr>
<td>TOP TOWER</td>
<td>200×400</td>
<td>$2,000 net</td>
</tr>
<tr>
<td>MIDDLE TOWER</td>
<td>200×400</td>
<td>$1,800 net</td>
</tr>
<tr>
<td>LOWER TOWER</td>
<td>200×400</td>
<td>$1,600 net</td>
</tr>
</tbody>
</table>

**IMAGE AND TEXT**
Advertiser supplies an optional heading, up to 25 words of text and an image sized 125×125. Text ads run between magazine content $1,600 net each

**SINGLE-SPONSOR EDITION BUYOUT**
All 5 ads (cost for fewer ads available upon request) $7,500

Contact your marketing representative for frequency discounts.

**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 because they are viewed on screen, not in print.

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.
Webinars
Want to reach customers all over the country for training? We’ll bring our audience to you. We’ll handle all the nitty gritty—helping you to develop your program, providing an expert moderator, promotion, gathering registrants and contact information for follow-up, running the webinar and archiving it for future viewing and distribution. 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 the live event
• The event recording in video format

The magazine’s contributing editors offer more than 700 years of experience in the industry and can be called upon to moderate your discussion on a variety of subjects, including:
• Job-site and electrical safety, including arc flash
• Energy management, power quality and energy services
• The National Electrical Code
• Lighting and lighting control
• Estimating
• Cabling and fiber optics
• Fire, life safety and security
• Service and maintenance

COST: $14,500 net

Targeted List Rental
Available Specific Category List Selections (Based on June 2018 BPA)
• Minimum list order is 5,000 names at $170 per thousand names.
• Selection charges of $20/M could apply.

Please contact Brian Clotworthy at The Information Refinery Inc.
Email: Brian@inforefinery.com
Phone: 1.800.529.9020 ext. 5001; Fax: 1.201.529.4030

Targeted E-Blasts
Broadcast your marketing message to our opt-in email database of more than 40,000 ELECTRICAL CONTRACTOR subscribers. Responses are directly linked to your website for prompt action. Delivery rate is 87%, open 16%, with an above-industry-average click-through of 2%. Message can be formatted text-only or text and color graphics.

<table>
<thead>
<tr>
<th>E-BLAST PLACEMENT AND RATES</th>
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<td>1x per year</td>
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Videos
Maximize the power of your message with a supplied 3–5 minute product demo, new promotion or corporate statement video as a sponsored video or hosted in our video library. Go for a featured video to be showcased on the homepage and receive premium positions and space in our library.

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<td>Featured Video</td>
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White Papers
Selected “White Papers/Case Studies,” unavailable in our print versions, can be hosted on our site. 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 |
MARKET & READERSHIP RESEARCH

Whether it’s the biennial Profile of the Electrical Contractor, readership studies or monthly sponsored panel research, ELECTRICAL CONTRACTOR provides detailed, comprehensive and independent market data for the industry. We lead the industry in researching and reporting on new and emerging market opportunities.

ELECTRICAL CONTRACTOR’S SUBSCRIBER RESEARCH PANEL

Want to know what our readers think? 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. Contact your marketing representative to learn more.

THE PROFILE OF THE ELECTRICAL CONTRACTOR MARKET 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. Ask your marketing representative for the topline report.

BAXTER READERSHIP STUDIES

In February, May, August and November, 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. Ask your marketing representative about the competitive reader preference study challenge. Check out recent studies at profile.ecmag.com and ecmag.com/market-research.

ELECTRICAL CONTRACTOR readers prefer our content 3:1 over competing publications, as documented by Baxter Readership Studies.
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