ELECTRICAL CONTRACTOR MEDIA GROUP

market research

e-mails

videos

2021 MEDIA KIT

audience data, advertising opportunities, rates, and specifications
A CONTRACTOR-CENTERED BRAND

NOT JUST A MAGAZINE, THE ELECTRICAL CONTRACTOR MEDIA GROUP connects your brand with your EC customers, from their mailbox to their smartphone. With so many marketing options, you can choose how to reach them.

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
COMING 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

ELECTRICAL CONTRACTOR

- 81,697 SUBSCRIBERS
- 122,546 MONTHLY PASS-ALONG

SAFETY LEADER

- 81,697 SUBSCRIBERS

LINE CONTRACTOR

- 16,000 SUBSCRIBERS

ECMAG.COM

- 138,000 UNIQUE WEBSITE USERS PER MONTH

E-NEWSLETTER

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

APP/DIGITAL EDITION

- 39,537 TOTAL VIEWS
- 2,400 USERS

SOCIAL MEDIA

- 48,900 MONTHLY TWITTER IMPRESSIONS

MORE THAN 600K ENGAGEMENTS EACH MONTH = 7.7 MILLION ANNUALLY
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

- **86%** Commercial
- **81%** Maintenance/service/repair
- **67%** Residential
- **69%** Design/build
- **52%** Industrial
- **44%** Institutional
- **37%** Energy-efficiency projects

### Types of Business Performed & Building Components Installed

- **93%** Traditional power/lighting
- **91%** Lighting
- **82%** Wire and cable
- **72%** Automation/control systems/HVAC
- **67%** Voice-data/fiber optics/premises wiring
- **61%** Power quality systems
- **59%** Fire/ life safety/security

### Reader Personas

- 60k locations
- 1.5 readers per copy
- $181B dollar volume
- 90% EC/low-voltage contractor biz
- 89% BPA-audited subscribers
- 81,697
CONTRACTOR INFLUENCE

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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/10</td>
<td>readers retain print copies of <strong>ELECTRICAL CONTRACTOR</strong></td>
</tr>
<tr>
<td>7/10</td>
<td>readers show advertising in <strong>ELECTRICAL CONTRACTOR</strong> to co-workers, clients or customers</td>
</tr>
<tr>
<td>94%</td>
<td>read the magazine in print</td>
</tr>
<tr>
<td>92%</td>
<td>read it within the first week</td>
</tr>
<tr>
<td>70%</td>
<td>spend more than 30 minutes reading</td>
</tr>
<tr>
<td>69%</td>
<td>have specified/purchased from an ad in EC</td>
</tr>
<tr>
<td>74%</td>
<td>recall seeing new products in <strong>ELECTRICAL CONTRACTOR</strong></td>
</tr>
<tr>
<td>59%</td>
<td>recommended product purchase</td>
</tr>
</tbody>
</table>

“**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**, 100% of readers reported one of the following:

- 99% liked one or more ads
- 91% associated ads with brands
- 88% improved opinion of brand
- 73% became newly aware of product or service

Sources: June 2019 BPA, August 2018 Baxter Research Center report, June 2019 Reader Preference Study, and July 2018 Profile of the Electrical Contractor research.
2021 EDITORIAL CALENDAR—JAN. TO DEC.

01 Construction Outlook
2021 Construction Outlook
Showstoppers 2020
OSHA 2021 Outlook
New Products
Cool Tools: Cable Strippers

02 Workforce Development
Schools as Training Partners
Diversity in Recruiting
Bringing Mentors Into Apprenticeships
Hire the Best Electricians
Electrical Outreach for Women
Featured Products:
Boxes, Switches and Receptacles
Cool Tools: Poe Testers

03 Line Contractor
Cabling/Controls
Trends in Cabling for Offices
Elevated Connectivity in Buildings
Underground Report
Contact Tracing Technology
Project: Healthcare Facilities for the Homeless
Featured Products: Wire, Cable, Cable Management
Cool Tools: Cutting Accessories

04 Smart Lighting
Lighting Roundtable
Hospitality Lighting in Healthcare Design
What Does Poe Mean for LED Lighting?
Project: University of Nebraska–Lincoln
Physical Sciences Building
Featured Products:
Home Automation / Lighting Controls
Cool Tools: Wearables and Accessories

05 Safety
Aging in Place
Best Practices: Pandemic Lessons
Revisiting Antiseptic LED Lighting
Use of PPE in the Age of COVID
Project: Cathedral of the Holy Cross
Featured Products: PPE
Cool Tools: Measurement/Layout Tools

06 Renovation/Retrofit
Upgrading Aging Infrastructure:
Retrofitting Hospitals, Museums, Schools
COVID-19 & Commercial Real Estate
Upgrading the Home to Be a Data Center
Project: Maid of the Mist—Electric Niagara Falls Boats
Featured Products: Hand Tools
Cool Tools: On-Site Work Benches, Storage

07 Midyear Construction Outlook/Technology
Pandemic Recovery
The “Fourth Place”: Combining Home, Work and Public Functions
Industrial Flexibility: Factory Adaptation
Featured Products:
Lamps, Ballasts, Light Engines
Cool Tools: Portable Power

08 Smart Building
Unifying HVAC, Shading/Lighting Controls
The Electrification of the Home:
Post-Pandemic Building Occupancy
Home Automation in Residential Construction
Project: Movable Healthcare Clinics, Minneapolis
Featured Products: Testers and Meters
Cool Tools: Manual And Cordless Saws

09 NECA 2021 Nashville
Designing an Effective Website
Energy Usage/Renewables During the Pandemic
Electrical Projects Around Nashville
Featured Products: Work Site Accessories
Cool Tools: Portable Job-Site Lighting

10 Emerging Technologies
Exploding Popularity of Microgeneration Lighting May Future-Proof Wireless
Using Green Hydrogen Fuel Cells
Virginia Tech 3D Printed House
Automation Technology Safety and Efficiency
Project: Wastewater Treatment Facility with Prefab E-houses
Featured Products: Software
Cool Tools: Connection Tools

11 Tools and Equipment
Using Prefab as a Tool
Tool Trends: Collaboration Tools/Software
Mobile Phone Workforce: Gen X and Gen Z
Project: Indianapolis Airport
Electric Buses
Featured Products: Tools and Accessories
Cool Tools: Advances in Power Tools

12 Lighting Special Report
Exterior Lighting Design Tips
Employing LEDs in Decorative Luminaires
Lighting for Outdoor Offices and Pop-Ups
Project: Sumner Bridge, Washington
Featured Products: Lighting Fixtures
Cool Tools: Insulation Testers

In Every Issue
LIGHTING, 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

Estimating
Industry Watch News Briefs
Lighting/Lighting Controls
National Electrical Code FAQs
National Electrical Code Insider
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 Columns
Legal Column
National Electrical Code Quiz
Safety Quiz
Service/Maintenance
Trade Show Distribution
NECA Show Nashville, Tenn.
Oct. 9–12 (Sept. issue)
NECA Safety Professionals Conference (May issue)
Baxter Readership Study
February, June, August, December

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12
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, launching in 2021 to 16,000 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
2021 PRINT ADVERTISING RATES AND 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.

### Premium Space Rates

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

### Nonpremium Space Rates

<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>$7,036</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>$7,246</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>$7,706</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>$7,966</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>$8,136</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>$8,496</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>$8,826</td>
<td>$5,540</td>
<td>$5,420</td>
<td>$4,880</td>
<td>$3,310</td>
<td>$2,870</td>
</tr>
</tbody>
</table>

### Sizes

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

### 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”
- **Printing:** Web-offset printing
- **Binding:** Perfect bound

<table>
<thead>
<tr>
<th>Format</th>
<th>WIDTH (inches)</th>
<th>DEPTH (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>FULL PAGE w/bleed</td>
<td>8.375</td>
<td>11.125</td>
</tr>
<tr>
<td>2-PAGE SPREAD w/bleed</td>
<td>16.5</td>
<td>11.125</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4.5</td>
<td>10</td>
</tr>
<tr>
<td>2/3 PAGE w/bleed</td>
<td>5</td>
<td>11.125</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND</td>
<td>4.5</td>
<td>7.375</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>3.3125</td>
<td>10</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.125</td>
<td>10</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>4.5</td>
<td>4.875</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.375</td>
<td>4.875</td>
</tr>
<tr>
<td>1/8 PAGE/MARKETPLACE*</td>
<td>3.5</td>
<td>2.3</td>
</tr>
</tbody>
</table>

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

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.
2021 PRINT 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
<table>
<thead>
<tr>
<th>Pages</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-4</td>
<td>$6,400</td>
</tr>
<tr>
<td>6-8</td>
<td>$6,000</td>
</tr>
<tr>
<td>8+</td>
<td>Consult publisher</td>
</tr>
</tbody>
</table>

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.

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
<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3x per year</td>
<td>$1,500 each</td>
</tr>
<tr>
<td>4-6x per year</td>
<td>$1,400 each</td>
</tr>
<tr>
<td>7x or more per year</td>
<td>$1,300 each</td>
</tr>
</tbody>
</table>

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.

2021 NECA SHOW POCKET GUIDE
We’re changing the NECA Show Directory in 2021. Contact your marketing rep for details.

2021 NECA SHOW MAP
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.

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
| In print: 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)

THIRD-PAGE
| In print: 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

HALF-PAGE
| In print: 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

*What are Siderail No. 1 and No. 2? See ECmag.com Rates and Positions page in this Media Kit.
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 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, 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.
E-NEWSLETTER RATES AND POSITIONS

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

- Rates:
  - Top Leaderboard – $2,000
  - Middle Leaderboard – $1,800
  - Lower Leaderboard – $1,600
  - Image and text – $1,600

Dates: February, May 20, Aug. 19 and November 18th

<table>
<thead>
<tr>
<th>POSITION</th>
<th>IMAGE SIZE (pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOP LEADERBOARD BANNER</strong></td>
<td>650×80 image</td>
<td>$2,000 net</td>
</tr>
<tr>
<td><strong>MIDDLE BANNER</strong></td>
<td>200×600 image</td>
<td>$1,800 net</td>
</tr>
<tr>
<td><strong>LOWER BANNER</strong></td>
<td>200×600 image</td>
<td>$1,600 net</td>
</tr>
<tr>
<td><strong>IMAGE AND TEXT</strong></td>
<td>Advertiser supplies an optional heading, up to 25 words of text and an image sized 125×125. Text ads run between magazine content</td>
<td>$1,600 net each</td>
</tr>
<tr>
<td><strong>SINGLE-SPONSOR EDITION BUYOUT</strong></td>
<td>All 5 ads (cost for fewer ads available upon request)</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Contact your marketing representative for frequency discounts.

**2020 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 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.

**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.
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.

WHITETAPAPERS
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.

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 and ecmag.com/market-research.

WEBCONFERENCES
Want to reach customers all over the country for training? 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

MARKET AND READERSHIP RESEARCH

E-BLAST PLACEMENT AND RATES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1x per year</td>
<td>49 cents per name</td>
</tr>
<tr>
<td>3x per year</td>
<td>45 cents per name</td>
</tr>
<tr>
<td>6x per year</td>
<td>43 cents per name</td>
</tr>
<tr>
<td>More than 6x per year</td>
<td>Consult publisher</td>
</tr>
<tr>
<td>Nonadvertisers</td>
<td>55 cents per name</td>
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</tbody>
</table>

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@inforefinery.com or 1.800.529.9020 ext. 5001

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.

VIDEO PLACEMENT AND RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Featured Video</td>
<td>$800 for one month, limited to one rotation</td>
</tr>
<tr>
<td>3–5 minute supplied video</td>
<td>$500 net/3 months</td>
</tr>
</tbody>
</table>

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.

WEBNARS
Want to reach customers all over the country for training? 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:
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SPONSORED CONTENT
Ask your marketing representative about sponsored content opportunities.

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.

TARGETED & LEAD-GENERATION OPTIONS

WHITE PAPERS
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3. **Rate Protection.** All 2021 print advertising contracts will be protected at prevailing 2020 publishing rates for all insertions covered under their current agreement. Unfulfilled contracts will be short-rated to frequency earned.

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 dominique.minor@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.

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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 threats of terrorism.

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.