

Electrical News

The Industry's Choice for News

2015 MEDIA KIT

CONTACT INFO

PHONE: 800-782-5493 • FAX: 909-795-5498

EMAIL: SALES@ELECTRICALNEWS.COM

ELECTRICAL NEWS: P.O. BOX 488 CALIMESA, CA 92320

2015 ADVERTISING RATES FOR PRINT

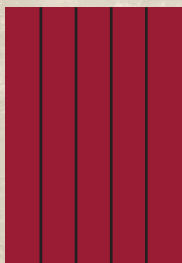
• PUBLISHED MONTHLY • RATES ARE MONTHLY & BASED ON SIZE AND FREQUENCY

70,000+ CIRCULATION

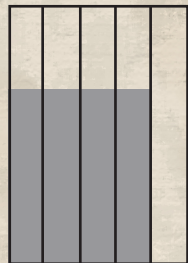
| SIZE & FREQUENCY | 1x | 4x | 6x | 8x | 12x | 18x | 24x |
|--------------------|------|------|------|------|------|------|------|
| Full Page | 6045 | 5755 | 5445 | 5140 | 4865 | 4558 | 4301 |
| 1/2 Pg. Vertical | 4107 | 3911 | 3698 | 3494 | 3298 | 3091 | 2887 |
| 1/2 Pg. Horizontal | 3772 | 3593 | 3406 | 3206 | 3032 | 2842 | 2656 |
| 1/4 Pg. | 1861 | 1775 | 1677 | 1581 | 1497 | 1401 | 1308 |
| 1/8 Pg. | 1035 | 993 | 910 | 881 | 832 | 778 | 727 |
| Business Card | 432 | 411 | 387 | 365 | 351 | 326 | 306 |

AD SIZE & MECHANICAL REQUIREMENTS

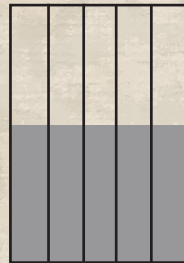
PRINTED ON WEB OFFSET • BINDING IS A FOLD • TABLOID 5 COLUMNS



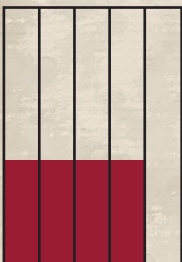
Full Page
5 Columns
(9-13/16")
x 16"
Total: 80
Column
Inches



**1/2 Page
Vertical**
4 Columns
(7-13/16")
x 10"
Total: 40
Column
Inches



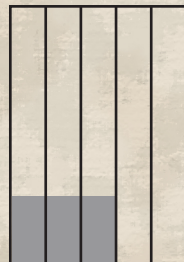
**1/2 Page
Horizontal**
5 Columns
(9-13/16")
x 8"
Total: 40
Column
Inches



**1/4 Page
Horizontal**
4 Columns
(7-13/16")
x 5"
Total: 20
Column
Inches



**1/4 Page
Vertical**
3 Columns
(5-13/16")
x 6 3/4"
Total: 20
Column
Inches



**1/8 Page
Horizontal**
3 Columns
(5-13/16")
x 3-3/4"
Total: 10
Column
Inches



**1/8 Page
Vertical**
2 Columns
(3-13/16")
x 5"
Total: 10
Column
Inches



**Business
Card
Horizontal**
2 Columns
(3-13/16")
x 2"
Total: 4
Column
Inches



**Business
Card
Vertical**
1 Columns
(1-13/16")
x 4"
Total: 4
Column
Inches

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Masthead Ads: \$200

Front page-Reserved for Advertisers with 12x or more insertions

Calendar-Reserved for Advertisers with less than 12x insertions

Deadline:

10th of the preceding month

Classified Ads:

\$3 per word with a \$57 min for both print and online

Covers and

Special Positions:

Back cover, inside front, inside back cover & center-fold spread: per page rate plus 15%. Guaranteed position: per page rate plus 15%.

Typesetting and

Layout Services:

\$7 per column inch, minimum \$30

To Add Color:

For your color options please get in touch with your Electrical News Rep

Bleed:

Only allowed on center column of centerfold Double truck \$257

Please Note:

In consideration of Electrical Distributors that place Electrical News' print version on their counters, no ads will be accepted with pricing of electrical building materials. Artwork should be sent as a PDF (portable document format) and to size. Please embed all fonts, graphic images and set resolution to 300 dpi or greater. If color is used PDF file should be set up to produce color separations at time of output. Along with artwork as PDF all native files should be included either on the disk or sent electronically to:

Artwork@electricalnews.com

2015 EDITORIAL CALENDAR

PLEASE SUBMIT PRESS RELEASES BY THE 15TH OF THE PRECEDING MONTH

JANUARY

Internet Directory, Software,
Building Automation,
Home Automation

Dallas Market Place- Dallas, Tx
NAED Western Conference-
San Diego, CA
NEMRA- San Diego, CA

FEBRUARY

Trucks, Clothing,
Safety Apparel,
Ladders-Lifts and Platforms,
Heavy Equipment

IEC Business Summit-
New Orleans, LA
NAED Southern Central-
San Antonio, TX
Strategies in Light- Las Vegas, NV

MARCH

Tools, Wire and Cable,
Conduit, Enclosures

Globalcon- Philadelphia PA

APRIL

All Industry Related Products

Upper Midwest Electric
18th Annual PEARL Conference-
Cleveland, OH
38th Annual NAILD Conference-
Denver, CO

MAY

Lighting Issue,
All Lighting Products

LightFair- New York
NAED National Meeting-
Chicago, IL

JUNE

Distribution & Circuit
Protection, Recycling,
Re-fabrication, All Products

Dallas Market Place- Dallas, TX
West Coast EMC- Long Beach, CA

FREE PRESS RELEASES

PRESS RELEASES 500 WORDS OR LESS- Reach over 70,000 readers in your target market for FREE! 100% of our readers are interested in the Electrical Industry. They want to know more about your company's products, promotions and special events. Send us a story and we will publish it for FREE! Contact our Editor or one of our reps to learn more about this great opportunity. NOTE: In consideration of Electrical Distributors that place Electrical News' print version on their counters, no news releases will be accepted with pricing of electrical materials.

FREE DIRECTORY LISTINGS

Directory Listings are always free. The option to have your website be a hotlink directly to your site is also available. It is \$1.99 per month billed annually at \$23.88.

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JULY

Landscaping,
Outdoor Lighting

AUGUST

Low Voltage,
Data and Security,
Emergency and Induction Systems

SEPTEMBER

Green Energy, Solar,
Wind Energy

Solar Power International-
Anaheim, CA
38th WEEC- Orlando, FL

OCTOBER

Training
NECA- San Francisco, CA

NOVEMBER

Automation Products, PLC's,
Controls, Pushbuttons,
Sensors, HMI, Etc.

NAED Eastern Region-
Orlando, FL
Automation Fair- Chicago, IL

DECEMBER

New Products,
Holiday Wishes, Tools

CONTRACT AND COPYRIGHT REGULATIONS

Contracts specifying rates for more than one year are not acceptable. Advertisers will be short-rated if within their contract period they do not use the amount of space upon which billings are based. No new ads will be published if the advertiser has an outstanding balance more than 45 days old. No cancellations or changes in orders will be accepted after closing dates. Advertisers who reserve space, but fail to submit copy within required limits, will be billed at 50% of the rate of space reserved. When copy is not received by closing date, the last ad will run automatically. In case of an error made by the publisher or typesetter, the advertiser will receive credit in direct proportion to the space affected. No total credit for the ad will be given. Copy and contract regulations listed in standard rate and date of service are applicable.

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2015 ONLINE AD RATES

BANNER AD (HOMEPAGE ONLY) 728 x 90 PIXELS
\$299/ WEEK

WWW.ELECTRICALNEWS.COM

MEDIUM AD
(SITEWIDE EXCLUDING
HOMEPAGE)
300 x 250 PIXELS
\$199/ WEEK

ADVERTISE YOUR NEWS AND PRODUCTS

Featured News and Featured Product areas on our website that can be cost effective ways to reach the industry with your message. \$99.00 for 1 week placement on homepage of electricalnews.com

500 WORDS OR LESS

Answering the who, what, when, where, why, and how of the story. Include quotes from employees, customer, management, owners or anyone else pertinent to the story along with a photo. Submit press release copy electronically as a text file and a photo as good quality TIFF's or JPG's as a separately attached file to: editor@electricalnews.com. NOTE: In consideration of Electrical Distributors that place Electrical News' print version on their counters, no news releases will be accepted with pricing of electrical materials.

SKYSCRAPER
AD
(SITEWIDE
EXCLUDING
HOMEPAGE)
160 x 600
PIXELS
\$179/ WEEK

FACTS ABOUT ELECTRICALNEWS.COM

10,000+ Page views per month
4,000+ Unique visitors per month
Over 9,700 Facebook Fans
Over 3,600 Twitter Followers

To view each ad's actual positioning on the web page,
please visit our redesigned website
www.electricalnews.com

"BIG DADDY" AD
(HOMEPAGE ONLY)
694 x 384 PIXELS

RESERVED FOR PRINT ADVERTISERS

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& EDITOR@ELECTRICALNEWS.COM

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BOTTOM BANNER AD (SITEWIDE) 728 x 90 PIXELS
\$299/ WEEK

MINI BANNER AD (SITEWIDE)
350 x 90 \$109/ WEEK

2015 DIRECTORY FORM

THIS FORM IS ALSO AVAILABLE AT ELECTRICALNEWS.COM

Wholesale Distributor

Manufacturer

Other

Manufacturer's Rep

Electrical Contractors

COMPANY NAME

WEBSITE

ADDRESS

ADDRESS 2

STATE

ZIP

COUNTRY

OWNER FIRST NAME

OWNER LAST NAME

CONTACT FIRST NAME

CONTACT LAST NAME

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

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