



ENR

Electrical News

The Industry's Choice for News

**2021 MEDIA KIT
PRICING AND INFORMATION**

SEE THE DIFFERENCE

11X17 TABLOID PAGES VS. 8X10 MAGAZINE PAGES

OUR FULL PAGE

THEIR FULL PAGE

While considering Electrical News for Advertising, please keep in mind a few things...

- Electrical News is a newspaper publication not a magazine.
- We have extra large, 11x17 Tabloid pages. This allows for more content and larger ads.

“Electrical News is an excellent resource for our team and customers to catch up on the electrical industry’s latest news. Thanks to your team’s hard work, we can stay in the know with this ever-changing industry. Please keep sending us this insightful newsletter; we love it!”

*-Matt Sedlock,
Principal at Western
Lighting and Energy
Controls.*

“Across my years in lighting, I’ve found Electrical News to be an affordable way to achieve ubiquity across the distribution channel (and industry-wide attention with their online presence, too). What makes them a standout, though, is their personable energy and enthusiasm. I always welcome a reason to reach out to the folks at Electrical News. We’re partners in business, but we’re also friends.”

*-Jay Matsueda, Lighting
Industry Marketer*

2021 RATES FOR PRINT 90,000+ CIRCULATION

•PUBLISHED MONTHLY •RATES ARE MONTHLY & BASED ON SIZE,
FREQUENCY & ARE FOR BLACK AND WHITE

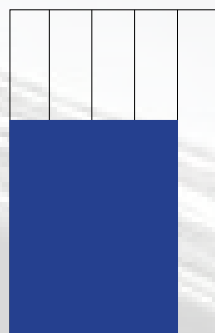
SIZE & FREQUENCY	1X	4X	6X	8X	12X	18X	24X
FULL PAGE	6045	5755	5445	5140	4865	4558	4301
1/2 PG VERTICAL	4107	3911	3698	3494	3298	3091	2887
1/2 PG HORIZONTAL	3772	3593	3406	3206	3032	2842	2656
1/4 PG	1872	1775	1677	1581	1497	1401	1308
1/8 PG	1035	993	910	881	832	778	727

AD SIZE AND MECHANICAL REQUIREMENTS

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



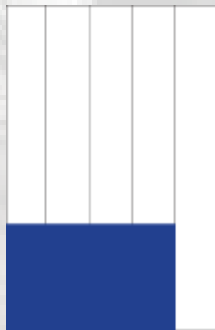
FULL PAGE
5 Columns
9.81" x 16"
Total: 80
Column
Inches



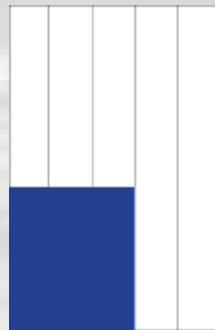
1/2 PAGE VERTICAL
4 Columns
7.81" x 10"
Total: 40
Column
Inches



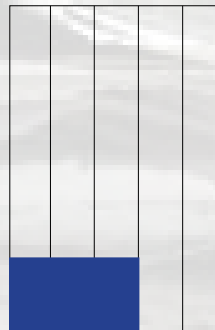
1/2 PAGE HORIZ.
5 Columns
9.81" x 8"
Total: 40
Column
Inches



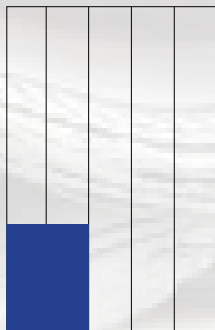
1/4 PAGE HORIZ.
4 Columns
7.81" x 5"
Total: 20
Column
Inches



1/4 PAGE VERTICAL
3 Columns
5.81" x
6.75"
Total: 20
Column
Inches



1/8 PAGE HORIZ.
3 Columns
5.81" x
3.75"
Total: 10
Column
Inches



1/8 PAGE VERTICAL
2 Columns
3.81" x 5"
Total: 10
Column
Inches

CLASSIFIED- BUSINESS CARD

2 Columns
3.81" x 2"
Total: 4
Column Inches

Please contact your EN Rep for pricing.

Masthead Ads: \$200

Front page and Calendar-
Reserved for Advertisers
with 12x or more 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

CONTACT INFO

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

2021 EDITORIAL CALENDAR

PLEASE SUBMIT PRESS RELEASES BY THE 10TH OF THE PRECEDING MONTH

JANUARY

Internet Directory, Software, Building Automation, Home Automation

Lightovation- Dallas, Tx
Solar, Storage, and Smart
Energy Expo Northern
California- San Francisco, CA
NAED- Western Region
Conference- Palm Desert, CA

FEBRUARY

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

IEC- National Business Summit-
Nashville, TN
Solar & Energy Storage
Northeast-Boston, MA
NAED- Southern Central &
Eastern Region Conference
Combined Events-Tampa, FL
Solar Power and Energy
Storage Mountain West-
Denver, CO

MARCH

Training

PowerTest Conference-
Orlando, FL
LEducation-New York, NY
Central Valley Facilities-
Modesto, CA
NFMT- National Facilities
Management & Tech-
Baltimore, MO
AEE East Energy Conference
& Expo- Boston, MA

APRIL

Lighting Issue, All Lighting Products

SEPA Utility Conference-
Location TBD

MAY

All Industry Related Products

JUNE

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

Southern California Facilities
Expo- Anaheim, CA
AIA- American Institute of
Architects- Philadelphia, PA
Strategies in Light- Santa
Clara, CA
NAED- Women in Industry
Forum- San Antonio, TX
Lightovation Dallas Market-
Dallas, TX

FREE PRESS RELEASES

PRESS RELEASES 500 WORDS OR LESS- Reach over 90,000 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. Due to limited space, not all releases will be printed, but all releases will go online.

FREE DIRECTORY LISTINGS & HOTLINKS

Directory Listings are always free. The option to have your website be a hotlink directly to your site is also available. It is \$4.99 per month billed annually at \$59.88. Please find the Directory Listing form on our website.

2021 EDITORIAL CALENDAR

PLEASE SUBMIT PRESS RELEASES BY THE 10TH OF THE PRECEDING MONTH

JULY

**Landscaping,
Outdoor Lighting**

AUGUST

**Green Energy, Solar,
Wind Energy**

SEPTEMBER

**Training, Tools, Wire &
Cable, Conduit &
Enclosures**

Solar Power Int. & ESI- Part of
North American Smart Energy
Week- New Orleans, LA

OCTOBER

**Low Voltage, Data and
Security, Emergency
and Induction Systems**

IEC Convention & Expo-
Denver, CO
NECA- National Electrical
Contractors Association-
Nashville, TN
AEE World Energy
Conference & Expo- New
Orleans, LA
LightFair International Show-
New York, NY

NOVEMBER

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

NFMT Orlando- Orlando, FL

DECEMBER

**All Industry Related
Products,
Holiday Wishes**

CONTRACT AND COPYRIGHT REGULATIONS

Contracts specifying rates for more than one year are subject to approval. Advertisers will be billed 75% of the monthly rate if within their contract period they do not use the amount of space upon which billings are based.

Invoices are considered past due after 30 days and a late fee will be automatically applied.

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 the 10th of the preceding month. When artwork is not received by the 10th of the preceding month, the last ad will run automatically. In case of an error made by the publisher, 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.

2021 ONLINE AD RATES

Banner Ad (Sitewide) 728 x 90 Pixels
\$299/ week

Print Advertisers Featured Content

Advertisers content rotates at the top of our homepage at no additional cost.

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.

Facts About ElectricalNews.com

16,000+ Page views per month
3,800+ Unique visitors per month
Over 17,600 Facebook Fans
Over 9,300 Twitter Followers
Over 3,600 LinkedIn Followers

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

Skyscraper Ad (Sitewide) 160 x 600 Pixels \$179/ week

"Big Daddy" Ad
694 x 384 Pixels

Reserved for Print Advertisers

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