



# EN

## **Electrical News**

The Industry's Choice for News

**2022 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.

# 2022 RATES FOR PRINT 90,000+ CIRCULATION

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

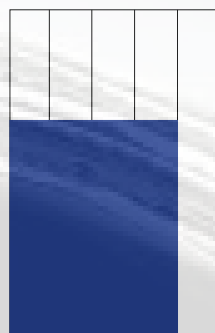
SIZE & FREQUENCY	1X	4X	6X	8X	12X	18X	24X
<b>FULL PAGE</b>	6045	5755	5445	5140	4865	4558	4301
<b>1/2 PG VERTICAL</b>	4107	3911	3698	3494	3298	3091	2887
<b>1/2 PG HORIZONTAL</b>	3772	3593	3406	3206	3032	2842	2656
<b>1/4 PG</b>	1872	1775	1677	1581	1497	1401	1308
<b>1/8 PG</b>	1035	993	910	881	832	778	727

## AD SIZE AND MECHANICAL REQUIREMENTS

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



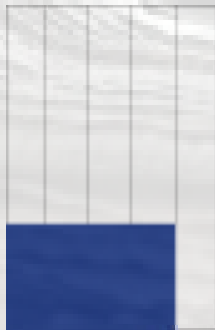
**FULL PAGE**  
5 Columns  
9.81" x 16"  
Total: 80  
Column  
Inches



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



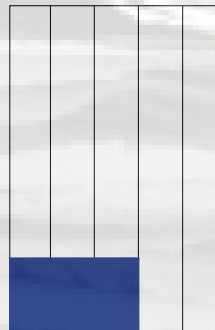
**1/2 PAGE HORIZ.**  
5 Columns  
9.81" x 8"  
Total: 40  
Column  
Inches



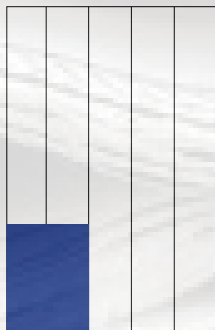
**1/4 PAGE HORIZ.**  
4 Columns  
7.81" x 5"  
Total: 20  
Column  
Inches



**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

### 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

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

EMAIL: SALES@ELECTRICALNEWS.COM

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

# 2022 EDITORIAL CALENDAR

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

## JANUARY

### Internet Directory, Software, Building Automation, Home Automation

Jan 06- Jan 09, 2022  
Lightovation- Dallas International Light  
Show (Dallas, TX)

January 17-19, 2022  
NAED Western Region  
Conference (Palm Desert, CA)

January 24-26, 2022  
IEC- National Business Summit  
(Savannah, GA)

January 31-February 2, 2022  
Solar Power and Energy Storage  
Mountain West

## FEBRUARY

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

February 21-23, 2022  
NAED Southern Central Conference  
(Phoenix, AZ)

February 23-24, 2022  
Solar and Energy Storage NorthEast  
(Boston, MA)

February 28-March 4, 2022  
PowerTest Conference (Denver- hybrid  
conference in-person & virtually)

## MARCH

### Training

March 15-16, 2022  
LEducation (NYC, NY)

March 23-24, 2022  
AEE East Energy Conference &  
Expo: (Cincinnati, OH)

March 29-31, 2022  
Building Operating Management's  
NFMT (Baltimore, MD)

March 30-31, 2022  
Central Valley Facilities Expo  
(Modesto, CA)

## APRIL

### All Industry Related Products

April 20-21, 2022  
Northwest Facilities Expo  
(Portland, OR)

April 27-28, 2022  
Southern California Facilities Expo  
(Anaheim, CA)

April 20-21, 2022  
Solar and Energy Storage Texas  
(San Antonio, TX)

## MAY

### Lighting Issue, All Lighting Products

May 2-3, 2022  
SEPA Utility Conference  
(Portland, OR)

May 11-12, 2022  
Solar and Energy Storage SouthEast  
(Atlanta, GA)

## JUNE

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

June 15-16, 2022  
AEE West Energy Conferences  
(Seattle, WA)

June 17-19, 2022  
NAED Lake Michigan Club

June 19-23, 2022  
LightFair (Las Vegas, NV)

June 23-25, 2022  
AIA Conference of Architecture  
(American Institute of Architects)

### 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.

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## JULY

**Landscaping,  
Outdoor Lighting**

## AUGUST

**Green Energy, Solar, Wind  
Energy**

## SEPTEMBER

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

September 19-22, 2022  
Solar Power Int. & ESI- Part of North  
American Smart Energy Week  
(Anaheim, CA)

September 21-23, 2022  
AEE World Energy Conference &  
Expo (Atlanta, GA)

## OCTOBER

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

October 5-6, 2022  
North Texas Facilities Expo  
(Arlington, TX)

October 5-8, 2022  
IEC National Convention & Expo

October 15-18, 2022  
NECA- National Electrical  
Contractors Association (Austin, TX)

## NOVEMBER

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

## 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.

# 2022 ONLINE AD RATES

**Banner Ad (Homepage Only) 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](mailto: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**

10,000+ Page views per month  
4,600+ Unique visitors per month  
Over 17,700 Facebook Followers  
Over 9,500 Twitter Followers  
Over 4,200 LinkedIn Followers  
Over 1,100 Instagram Followers

To view each responsive banner ad's actual positioning on the web page, please visit our redesigned website [www.electricalnews.com](http://www.electricalnews.com)

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

**"Big Daddy" Ad**  
**(Homepage Only)**  
**694 x 384 Pixels**

**Reserved for Print Advertisers**

## **Contact Info**

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**FAX: 909-795-5498**

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**& [editor@electricalnews.com](mailto:editor@electricalnews.com)**

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