

# **Electrical News**

**The Industry's Choice for News**

## **2017 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**

# 2017 ADVERTISING RATES FOR PRINT

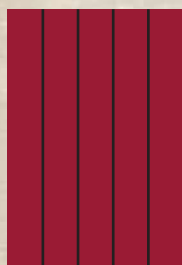
• PUBLISHED MONTHLY • RATES ARE MONTHLY & BASED ON SIZE AND FREQUENCY

## 80,000+ CIRCULATION

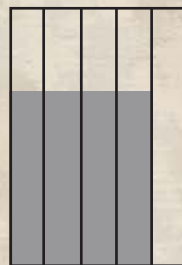
SIZE & FREQUENCY	1x	4x	6x	8x	12x	18x	24x
Full Page	6045	5755	5445	5140	4865	4558	4301
1/2 Pg. Vertical	4107	3911	3698	3494	3298	3091	2887
1/2 Pg. Horizontal	3772	3593	3406	3206	3032	2842	2656
1/4 Pg.	1861	1775	1677	1581	1497	1401	1308
1/8 Pg.	1035	993	910	881	832	778	727
Business Card	432	411	387	365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

### AD SIZE & MECHANICAL REQUIREMENTS

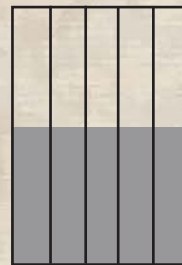
PRINTED ON WEB OFFSET • BINDING IS A FOLD • TABLOID 5 COLUMNS




**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



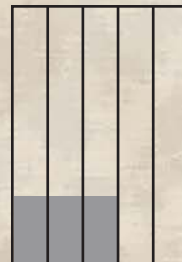
**1/2 Page  
Horizontal**  
5 Columns  
(9-13/16")  
x 8"  
Total: 40  
Column  
Inches



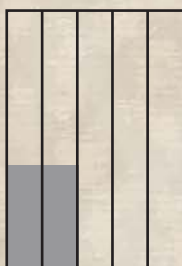
**1/4 Page  
Horizontal**  
4 Columns  
(7-13/16")  
x 5"  
Total: 20  
Column  
Inches




**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

# 2017 EDITORIAL CALENDAR

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

## JANUARY

Internet Directory, Software,  
Building Automation,  
Home Automation

Lightovation- Dallas, Tx  
NAED Western Conference-  
Palm Desert, CA  
IEC Business Summit-  
Charleston, SC

## FEBRUARY

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

Strategies in Light and The LED  
Show- Anaheim, CA  
PowerTest hosted by NETA-  
Anaheim, CA  
PV Conference and Expo-  
Boston, MA

## MARCH

Tools, Wire and Cable,  
Conduit, Enclosures

Central Vally Facilities Expo-  
Modesto, CA  
GlobalCon presented by AEE-  
Philadelphia, PA

## APRIL

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

Northwest Facilities Expo-  
Portland, OR  
Utility Solar Conference-  
Tucson, AZ

## MAY

Lighting Issue,  
All Lighting Products

Lightfair International Show-  
Philadelphia, PA  
The 15th Shenzhen International  
Small Motor, Electric Machinery  
& Magnetic Material Exhibition-  
Shenzhen, China

## JUNE

All Industry Related Products

Lightovation- Dallas, TX  
West Coast EMC presented by  
AEE- Long Beach, CA

## FREE PRESS RELEASES

PRESS RELEASES 500 WORDS OR LESS- Reach over 80,000 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

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-  
Las Vegas, NV  
Northern California Facilities  
Expo- Santa Clara, CA  
40th WEEC- Atlanta, GA

## OCTOBER

Training

NECA- Seattle, WA  
North Texas Facilities- Dallas, TX

## NOVEMBER

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

## 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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# 2017 ONLINE AD RATES

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

[WWW.ELECTRICALNEWS.COM](http://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](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.

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

## FACTS ABOUT ELECTRICALNEWS.COM

9,035+ Page views per month  
6,800+ Unique visitors per month  
Over 17,200 Facebook Fans  
Over 5,400 Twitter 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)

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

RESERVED FOR PRINT ADVERTISERS

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& [EDITOR@ELECTRICALNEWS.COM](mailto:EDITOR@ELECTRICALNEWS.COM)

P.O. Box 488 CALIMESA, CA 92320



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

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

# 2017 DIRECTORY FORM

THIS FORM IS ALSO AVAILABLE AT [ELECTRICALNEWS.COM](http://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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