



# **Electrical News**

The Industry's Choice for News

2018 Media Kit



# 2018 RATES FOR PRINT 90,000+ CIRCULATION

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

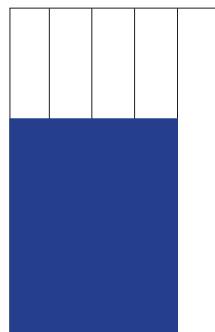
SIZE & FREQUENCY	1X	4X	6X	8X	12X	18X	24X
FULL PAGE	6045	5755	5445	5140	4865	4558	4301
1/2 PG VERTICAL	4107	3911	3698	3494	3298	3091	2887
1/2 PG HORIZONTAL	3772	3593	3406	3206	3032	2842	2656
1/4 PG	1872	1775	1677	1581	1497	1401	1308
1/8 PG	1035	993	910	881	832	778	727
BUSINESS CARD	432	411	387	365	351	326	306

## AD SIZE AND MECHANICAL REQUIREMENTS

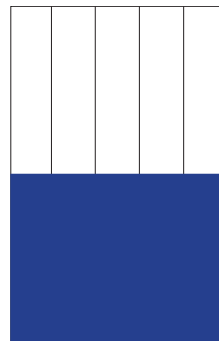
PRINTED ON WEB OFFSET • BINGING IS A FOLD • TABLOID 5 COLUMN



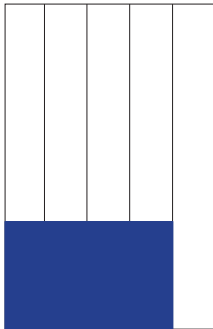
**FULL PAGE**  
5 Columns  
9.81" x 16"  
Total: 80  
Column  
Inches



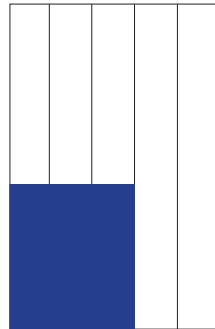
**1/2 PAGE VERTICAL**  
4 Columns  
7.81" x 10"  
Total: 40  
Column  
Inches



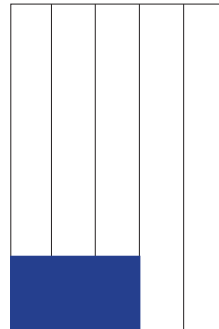
**1/2 PAGE HORIZ.**  
5 Columns  
9.81" x 8"  
Total: 40  
Column  
Inches



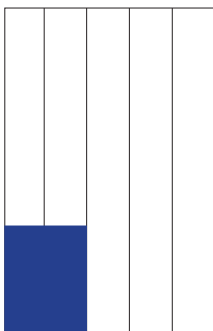
**1/4 PAGE VERTICAL**  
4 Columns  
7.81" x 5"  
Total: 20  
Column  
Inches



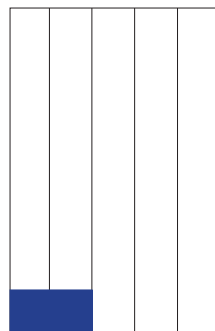
**1/4 PAGE HORIZONTAL**  
3 Columns  
5.81" x 6.75"  
Total: 20  
Column  
Inches



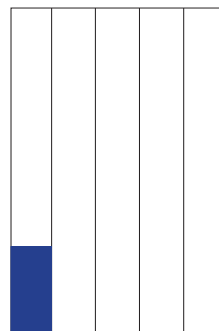
**1/8 PAGE VERTICAL**  
3 Columns  
5.81" x 3.75"  
Total: 10  
Column  
Inches



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



**BUSINESS CARD**  
2 Columns  
3.81" x 2"  
Total: 4  
Column  
Inches



**BUSINESS CARD**  
1 Columns  
1.81" x 4"  
Total: 4  
Column  
Inches

## CONTACT INFO

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

EMAIL: SALES@ELECTRICALNEWS.COM

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

### 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

# 2018 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-  
Desert Ridge Resort  
Phoenix, AZ  
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

## MARCH

Training

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

## 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 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.

# 2018 EDITORIAL CALENDAR

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

## 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, Tools,  
Wire & Cable, Conduit &  
Enclosures

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

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.



# 2018 ONLINE AD RATES

**Banner Ad (Homepage Only) 728 x 90 Pixels**  
**\$299/ week**

**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  
16,000+ Page views per month  
3,800+ Unique visitors per month  
17,600+ Facebook Fans  
6,700+ 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**

Contact Info  
Phone: 800-782-5493  
FAX: 909-795-5498  
Email: [sales@electricalnews.com](mailto:sales@electricalnews.com)  
& [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**

# 2018 DIRECTORY FORM

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

Wholesale Distributor

Manufacturer

Other

Manufacturer's Rep

Electrical Contractors

## CONTACT INFO

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

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