

The background of the entire page is a dark blue field filled with intricate, glowing light blue and white lightning patterns. These patterns are organic and branching, resembling electrical discharges or a complex network of energy. The lightning is more concentrated in the top and bottom sections, framing the central text area.

Electrical News

The Industry's Choice for News

2020 Media Kit

2020 RATES FOR PRINT 90,000+ CIRCULATION

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

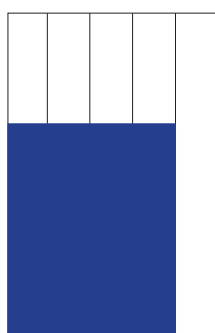
SIZE & FREQUENCY	1X	4X	6X	8X	12X	18X	24X
FULL PAGE	6045	5755	5445	5140	4865	4558	4301
1/2 PG VERTICAL	4107	3911	3698	3494	3298	3091	2887
1/2 PG HORIZONTAL	3772	3593	3406	3206	3032	2842	2656
1/4 PG	1872	1775	1677	1581	1497	1401	1308
1/8 PG	1035	993	910	881	832	778	727
BUSINESS CARD	432	411	387	365	351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

AD SIZE AND MECHANICAL REQUIREMENTS

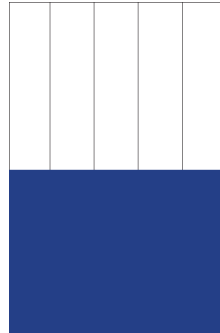
PRINTED ON WEB OFFSET • BINGING IS A FOLD • TABLOID 5 COLUMN



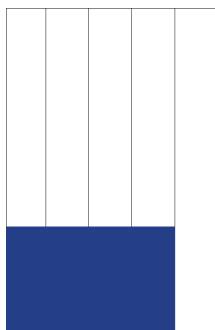
FULL PAGE
5 Columns
9.81" x 16"
Total: 80
Column
Inches



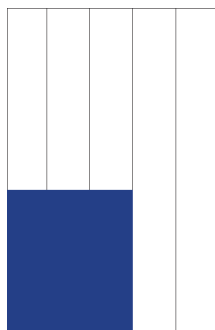
1/2 PAGE VERTICAL
4 Columns
7.81" x 10"
Total: 40
Column
Inches



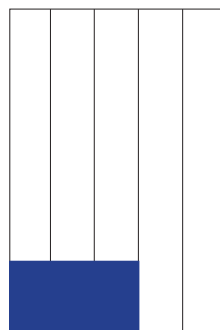
1/2 PAGE HORIZ.
5 Columns
9.81" x 8"
Total: 40
Column
Inches



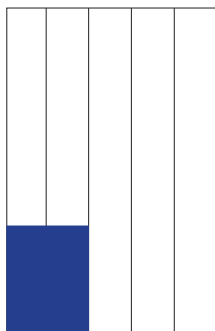
1/4 PAGE
4 Columns
7.81" x 5"
Total: 20
Column
Inches



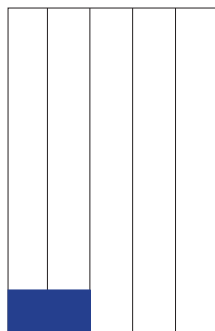
1/4 PAGE VERTICAL
3 Columns
5.81" x 6.75"
Total: 20
Column
Inches



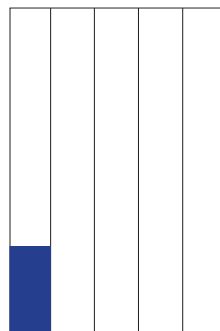
1/8 PAGE HORIZ.
3 Columns
5.81" x 3.75"
Total: 10
Column
Inches



1/8 PAGE
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

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

CONTACT INFO

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

2020 EDITORIAL CALENDAR

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

JANUARY

Internet Directory, Software, Building Automation, Home Automation

NAED Western Region
Conference- Phoenix, AZ
Lightovation- Dallas, TX

FEBRUARY

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

IEC Business Summit- Fort
Worth, TX
Strategies in Light- The LED
Show- San Diego, CA
PowerTest Conference-
Chicago, IL
Solar and Energy Storage
Northeast- SolarPower-
Boston, MA
NAED South Central Region
Conference- Austin, TX

MARCH

Training

GlobalCon presented by AEE
-Boston, MA
LEDucation- New York, NY
NFMT-National Facilities
Management & Technology
Conf. & Expo- Baltimore, MD

APRIL

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

Central Valley Facilities Expo-
Modesto, CA
Electric Power Conf. &
Exhibition- Denver, CO
Northwest Facilities Expo-
Portland, OR
AEE East Energy Conf. &
Expo- Cincinnati, OH

MAY

Lighting Issue, All Lighting Products

Lightfair International- Las
Vegas, NV
Utility Conference SEPA-
Charlotte, NC
Southern California Facilities
Expo- Anaheim, CA
California Solar & Storage
Expo: South- San Diego, CA
NAED National Meeting-
Philadelphia, PA

JUNE

All Industry Related Products

AEE West Coast Energy Conf.
& Expo EMC- Seattle, WA
Lightovation- 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.

2020 EDITORIAL CALENDAR

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

JULY

Landscaping, Outdoor Lighting

Grid Evolution Summit-
A National Town Meeting-
Washington, D.C.
NAED LEAD Conference-
Nashville, TN

AUGUST

Low Voltage, Data and Security, Emergency and Induction Systems

IES Annual Conference-
New Orleans

SEPTEMBER

Green Energy, Solar, Wind Energy

Solar Power International-
Anaheim, CA
Part of North American Smart
Energy Week- Anaheim, CA
Northern California Facilities
Expo
AEE World Energy Expo Conf.
-Denver, CO

OCTOBER

Training, Tools, Wire & Cable, Conduit & Enclosures

NECA- Chicago, IL
LED Specifier Summit-
Denver, Co
North Texas Facilities Expo
Dallas, TX

NOVEMBER

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

NAED Eastern Region
Conference- Marco Island, 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.

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.

2020 ONLINE AD RATES

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

Medium Ad
(Sitewide excluding
Homepage)
300 x 250 Pixels
\$199/ week

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

Facts About ElectricalNews.com

16,000+ Page views per month
3,800+ Unique visitors per month
Over 17,600 Facebook Fans
Over 8,600 Twitter Followers

To view each responsive banner 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

Contact Info

Phone: 800-782-5493

FAX: 909-795-5498

Email: sales@electricalnews.com
& 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

2020 DIRECTORY FORM

THIS FORM IS ALSO AVAILABLE ON ELECTRICALNEWS.COM

☐

Wholesale Distributor

☐

Manufacturer

☐

Other

☐

Manufacturer's Rep

☐

Electrical Contractors

Wholesale Distributor

Company Name

Website

Address

Address 2

City, State and Zipcode

Country

Owner First Name

Owner Last Name

Contact First Name

Contact Last Name

Contact Phone Number

Contact E-mail Address

CONTACT INFO

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