

CHRISTMAS IN SEPTEMBER

from ELECTRICAL CONTRACTOR

We're breaking out the tinsel and wrapping our gifts. Under your tree, you'll find our annual Christmas in September advertising program.

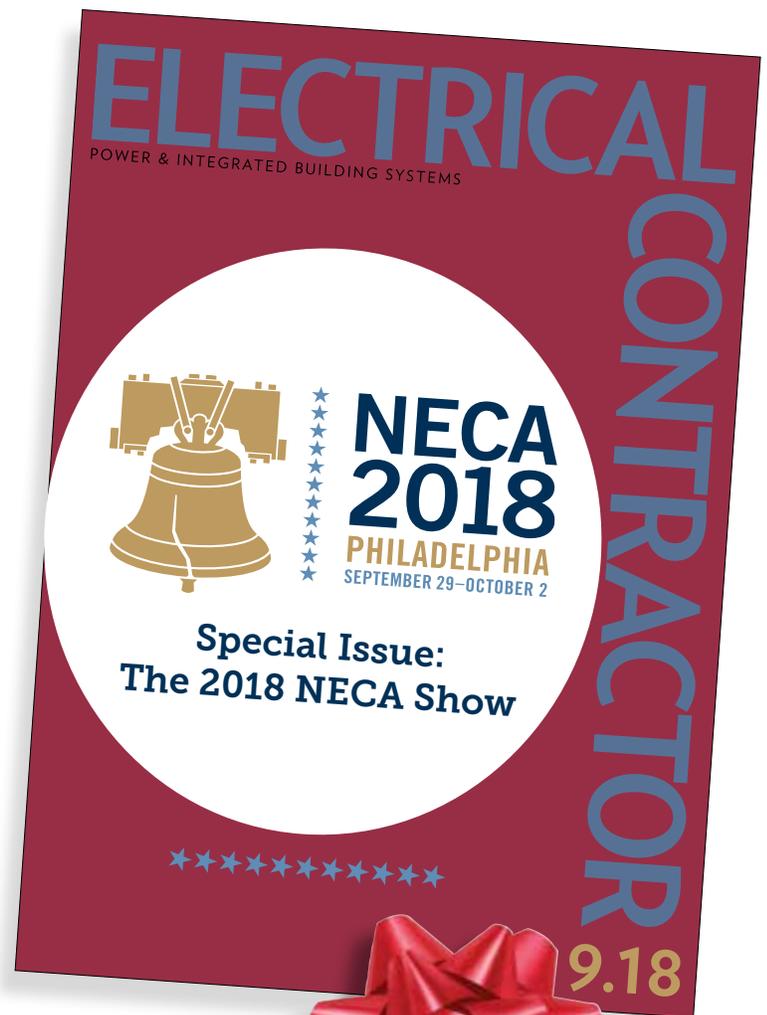
This generous offering will allow you to buy discounted advertising in ELECTRICAL CONTRACTOR's September 2018 NECA Show issue.

The program helps increase your advertising effectiveness by getting more advertising space at a well-below-market rate. Your ad will appear in the monumental NECA Show issue, ensuring maximum distribution and visibility.

Here's the deal: If you're an ELECTRICAL CONTRACTOR display advertiser, you're eligible for this promotion. Advertisers who buy ad space in the September 2018 issue at their regular earned-frequency rate can buy another same-size ad unit at a discount of 50 percent off that regular rate. Both ad units must be larger than a quarter-page and must be full-run, meaning regional inserts are excluded. Marketplace and Quarter-Page Connection Promotions are also excluded.

Note: The 50 percent discount applies only to the individual advertising company, not to other separate divisions of the parent corporation.

INTEGRATED SYSTEMS CONTRACTOR advertisers that buy display ad space in the September or August 2018 section are eligible to advertise in our September NECA Show issue at their August level and at their already heavily discounted rate. INTEGRATED SYSTEMS CONTRACTOR advertisers can also run additional advertising in the September issue at a 10 percent discount off their ISC rate. No other discounts will apply.

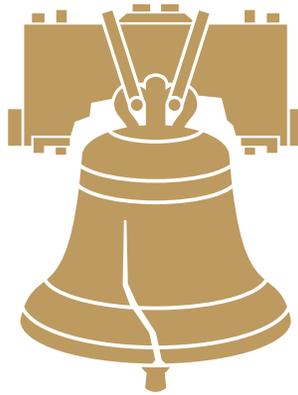


Contact your marketing representative to learn more:

MIDWEST Keith Krueger • 708-486-0520 • keith@publishersresource.net • Donna Harbacek • 417-559-3207 • donna@publishersresource.net
SOUTH Gary Lindenberger • 281-855-0470 • gl@lindenassoc.com **SOUTHEAST/MID-ATLANTIC** • Doug Fix • 770-740-2078 • dfix@bellsouth.net
NORTHEAST Denis O'Malley • 203-356-9694 x13 • denis@nelsonmiller.com **WEST** Frank Dantona • 805-520-2836 • fmdmedia@spacesales.com



Special advertising opportunities in the
2018 OFFICIAL NECA SHOW DIRECTORY & BUYER'S GUIDE



NECA
2018
PHILADELPHIA
 SEPTEMBER 29–OCTOBER 2

NECA Show attendees represent the electrical industry's largest gathering of product purchasers and decision-makers. The official NECA Show Directory and Buyer's Guide, distributed at the show, is your opportunity to reach thousands of contractors, who are responsible for more than 40 percent of the total industry dollar volume. Thousands of directories will be distributed to these contractors at the NECA Show in Philadelphia, Sept. 29–Oct. 2, 2018.

You must be an exhibitor, a NECA Chapter or an advertiser in the September issue of **ELECTRICAL CONTRACTOR** to buy advertising space in the directory.

Manufacturers who exhibit at the NECA Show and run a quarter-page (or larger) advertisement in the September issue of **ELECTRICAL CONTRACTOR** or the August issue of **INTEGRATED SYSTEMS CONTRACTOR** can purchase a full- or half-page ad in the directory. Bonus: your company will be listed in the advertiser index.

Rates: \$3,000 net for two-page spread
\$2,900 net for the back cover
\$1,600 net per full-page ad
\$900 net per half-page ad

If you're exhibiting but not advertising in the September issue of **ELECTRICAL CONTRACTOR**, advertising in the directory will cost you \$5,500 for a spread; \$3,500 for the back cover; \$2,500 net per page; or \$1,400 net per half page.

Official Show Map/Map Pocket

Exhibitors and September issue **ELECTRICAL CONTRACTOR** magazine advertisers are eligible to purchase space around the official show map or can place a premium advertisement on the pocket that holds the map in the directory.

Rates: \$600 net for half-panel ad on map
\$1,000 net for for one-panel ad
\$1,400 net for two-panel horizontal ad
\$1,800 net for two panel vertical ad
\$3,600 net for inside back cover/map pocket

If you're exhibiting but not advertising in the September issue of **ELECTRICAL CONTRACTOR**, add \$400 to the rates above.

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