ELECTRICAL CONTRACTOR’s NECA Show Special is your chance to buy discounted advertising in the 2020 NECA Show issue, reaching both 80,000+ subscribers and convention attendees.

Here’s the deal: Buy advertising space in the September 2020 ELECTRICAL CONTRACTOR print issue at your regular earned-frequency rate and get another same-size ad unit at a 50% discount!

The first ad appears in the September issue, and advertisers can choose the September, October, November or December issue for your second discounted ad. Both ad units must be larger than a quarter-page and must be full-run, meaning regional inserts, Marketplace and Quarter-Page Bundle promotions are excluded.

Note: The 50% discount applies only to the individual advertising company, not to other separate divisions of the parent corporation. Furthermore, this promotion may not be applied retroactively to existing agreements or contracted advertisements. Only additional advertising space is eligible for the promotional pricing.

Contact your marketing representative to learn more:

MIDWEST  Donna Harbacek ◆ 417-559-3207 ◆ donna@hbrmediasales.com
NORTHEAST  Denis O’Malley ◆ 203-356-9694 x13 ◆ denis@nelsonmiller.com
SOUTH  Gary Lindenberger ◆ 281-855-0470 ◆ gl@lindenassoc.com
◆ Lori Gernand ◆ 281-855-0470 x 11 ◆ lg@lindenassoc.com
SOUTHEAST/MID-ATLANTIC  Doug Fix ◆ 770-740-2078 ◆ dfix@bellsouth.net
WEST  Frank Dantona ◆ 805-520-2836 ◆ fmdmedia@spacesales.com
Held in Chicago, Oct. 3-6, 2020, the NECA Show is the electrical industry’s largest gathering of product purchasers and decision-makers. The official NECA Show Pocket Guide and Map are distributed at the show, giving you the opportunity to reach thousands of contractors responsible for more than 40% of the total industry dollar volume.

**Pocket Guide**

The NECA Show Pocket Guide is a handy booklet full of the most need-to-know info, including the Trade Show and Convention Schedule-at-a-Glance, key phone numbers, hotel and shuttle information, and additional event info. Packed full of information, but tiny enough to carry around, this premier advertising opportunity is available to exhibitors, NECA chapters and advertisers in the September issue of ELECTRICAL CONTRACTOR.

Buy a quarter-page (or larger) ad in the September issue of ELECTRICAL CONTRACTOR and you can receive a special pricing discount on your show directory ad.

**Rates**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SEPTEMBER ADVERTISER*</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>half page</td>
<td>$900</td>
<td>$1,400</td>
</tr>
<tr>
<td>full page</td>
<td>$1,600</td>
<td>$2,500</td>
</tr>
<tr>
<td>back cover</td>
<td>$2,900</td>
<td>$3,500</td>
</tr>
<tr>
<td>2-pg. spread</td>
<td>$3,000</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

*(Advertisers must purchase a 1/4 page or larger ad in Electrical Contractor.)*

**Show Map**

The official show map is handy enough for attendees to carry around. Exhibitors, NECA chapters or advertisers in the September issue of ELECTRICAL CONTRACTOR are eligible to purchase space around the official show map.

**Rates**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SEPTEMBER ADVERTISER*</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>half-panel</td>
<td>$900</td>
<td>$1,400</td>
</tr>
<tr>
<td>one-panel</td>
<td>$1,600</td>
<td>$2,500</td>
</tr>
<tr>
<td>two-panel</td>
<td>$2,900</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

*(Advertisers must purchase a 1/4 page or larger ad in Electrical Contractor.)*

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**SOUTH** Gary Lindenberger • 281-855-0470 • gl@lindenassoc.com

**Mid-Atlantic** Lori Gernand • 281-855-0470 x 11 • lg@lindenassoc.com

**Southeast/West** Doug Fix • 770-740-2078 • dfix@bellsouth.net

**WEST** Frank Dantona • 805-520-2836 • fmdmedia@spacesales.com
ADVERTISING SPECIFICATIONS
Advertising should follow the guidelines below. Should you have questions on the design of your ad, contact Andrea Klee at andrea.klee@necanet.org or Dominique Minor at dominique.minor@necanet.org.

MATERIAL SPECIFICATIONS
Electronic files
High-resolution, print-ready PDFs are preferred and must meet printer specs (see below for some important file points). Electronic files must be emailed as an attachment (no .zip files) or sent through Dropbox to Dominique Minor: dominique.minor@necanet.org.

1. All files should be built according to the final trim size. See trim sizes below. Pocket guide ads should include an additional 1/8-inch bleed on all four sides. All live matter or type should be at least 0.5 inches inside the trim size. Map ads cannot bleed off the edge. All live matter or type should be at least 0.2 inches inside the trim size.

Pocket Guide Ads
<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM SIZE</th>
<th>SIZE WITH BLEED</th>
<th>TEXT SAFE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>half page</td>
<td>5.5 x 4.25 in</td>
<td>5.75 x 4.5 in</td>
<td>4.5 x 3.25 in</td>
</tr>
<tr>
<td>full page</td>
<td>5.5 x 8.5 in</td>
<td>5.75 x 8.75 in</td>
<td>4.5 x 7.5 in</td>
</tr>
</tbody>
</table>

Map Ads
<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM SIZE</th>
<th>TEXT SAFE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>half panel</td>
<td>4.025 x 3.875 in</td>
<td>3.625 x 3.475 in</td>
</tr>
<tr>
<td>full panel</td>
<td>4.025 x 8.125 in</td>
<td>3.625 x 7.725 in</td>
</tr>
<tr>
<td>2-panel horizontal bock</td>
<td>8.425 x 8.125 in</td>
<td>8.025 x 7.725 in</td>
</tr>
<tr>
<td>2-panel horizontal line on</td>
<td>4.025 x 16.625 in</td>
<td>3.825 x 16.425 in</td>
</tr>
<tr>
<td>map face</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Files must be ready for high-resolution output (at least 300 dpi) and may not contain low-resolution images.

3. All fonts used to produce the PDF must be embedded in the file in which they are used.

5. Please convert all RGB and PMS colors to CMYK before writing PDF files. Our system will convert RGB to CMYK, but the result might be different than expected. Incorrect distiller job options can cause CMYK to convert to RGB.

Send insertion orders and materials to Dominique Minor at dominique.minor@necanet.org or call at 301.215.4502.

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WEST  Frank Dantona  •  805-520-2836  •  fmdmedia@spacesales.com
ELECTRICAL CONTRACTOR will send five NECA Show e-newsletters to more than 70,000 subscribers, ensuring readers never miss a thing, whether they are at the show or not. The newsletters educate and inform, generate excitement, and give advertisers a chance to direct readers to specific events, products and developments.

Preview E-Newsletters

Sept. 21: General overview—a preview of the NECA Show, including details about the layout, events, and schedule

Sept. 28: The NECA Showcase of Products—a listing of exhibitor’s products

The Official NECA Show Daily

Oct. 5, 6, and 7: Daily recaps from the NECA Show floor

Advertising Opportunities

Advertisements will run in every newsletter as part of the program. Advertisers are also invited to send news, product announcements and event details; however, inclusion is limited by space and editorial discretion.

- **Top leaderboard banner:** Advertiser supplies a 650 x 80 image. Available in all e-newsletters. **$1,600 net**
- **Text ads:** Advertiser supplies up to 50 words of text, a 125 x 125 image and a website URL. Text ads run between content. Not available in NECA Showcase of Products e-newsletter. **$1,600 net**
- **Tower ads:** Advertiser supplies a 200 x 400 image. Not available in NECA Showcase of Products e-newsletter. **$1,600 net**
- **NECA Showcase of Product listings:** Advertiser supplies product name, 50 words of text, an image sized 125 x 125 and a website URL. Only available in Sept. 9 e-Newsletter. **$575 net per product**
- **Special edition buyout:** Buy a leaderboard, tower or text ad position in three e-newsletters and get one free! Does not include product listings. **$4,800 net for four e-newsletters.**

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**TOP LEADERBOARD BANNER**

**650 X 80**

**The Official NECA Show Special Edition Newsletter**

**Features**

- **2018 Profile of the Electrical Contractor**
  a study of the most significant matters in the 2018 Profile of the Electrical Contractor research study.
- **A Sporting Attitude Toward Better Buildings:** U.S. Sports Venues invest in Sustainability

**TOP TOWER**

**200 X 400**

**MIDDLE TOWER**

**200 X 400**

**LOWER TOWER**

**200 X 400**

**IMAGE**

**125 X 125**

**TEXT AD**