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From
ELECTRICAL
CONTRACTOR
Magazine

OFFICIAL
NECA
2020
LIVE
SPECIAL
ISSUE

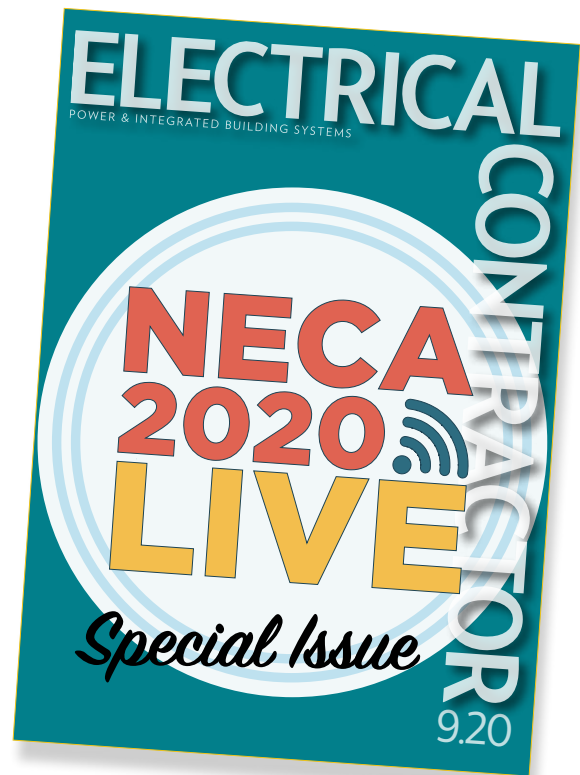
OCT
6-8
2020

Buy discounted advertising in
ELECTRICAL CONTRACTOR's special
NECA 2020 LIVE issue.

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 2020 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

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Special advertising opportunities

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OFFICIAL NECA 2020 LIVE GUIDE

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SHOW STOPPER SHOW CASE

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OCT 6-8 2020

The official NECA 2020 LIVE Guide gives you the opportunity to reach thousands of contractors responsible for more than 40% of the total industry dollar volume. It will be included with the September 2020 issue of **ELECTRICAL CONTRACTOR** magazine.

Guide

The NECA 2020 LIVE Guide is a handy booklet full of the most need-to-know info, including the trade show exhibitors and schedule-at-a-glance. Packed full of information, 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 NECA 2020 LIVE Guide ad.



<u>AD SIZE</u>	<u>SEPTEMBER ADVERTISER</u>	<u>REGULAR RATE</u>
Half-page	\$3,000	\$4,000
Full page	\$4,500	\$6,000
Back cover	\$6,000	\$8,000
2-pg. spread	\$10,000	\$12,500

Showstopper Showcase

Promote your entries into the NECA Showstopper Showcase with a paid product listing in **ELECTRICAL CONTRACTOR**'s September 2020 issue. The Showstopper Showcase will deliver your product information to more than 80,000 electrical contractors across the country. Send a product description (up to 100 words) and a high-resolution photo. Include as many products as you would like in the print and digital Showstopper Showcase for a low rate of \$800 net each.



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Advertising material specs

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OFFICIAL NECA 2020 LIVE GUIDE

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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. 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.
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.

Insertion orders and ad materials due Aug. 5.

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

Trim Size

Table with columns: Trim Size, WIDTH (inches), DEPTH (inches). Rows include FULL PAGE, FULL PAGE W/BLEED, 2-PAGE SPREAD W/BLEED, 1/2 PAGE ISLAND, 1/2 PAGE HORIZONTAL, 1/2 PAGE VERTICAL.

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Get your message out there

OFFICIAL NECA 2020 LIVE NEWS LETTER

OCT 6-8 2020

ELECTRICAL CONTRACTOR will send five e-newsletters to more than 70,000 subscribers, ensuring they never miss a thing. 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 NECA 2020 LIVE, including details about the layout, events, and schedule

Sept. 28: The NECA Showstopper Showcase—a listing of exhibitor's products

The Official NECA 2020 LIVE Daily

Oct. 7, 8 and 9: Daily recaps

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. **\$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. **\$1,600 net**
- **Tower ads:** Advertiser supplies a 200 x 400 image. **\$1,600 net**
- **NECA Showstopper Showcase listings:** Advertiser supplies product name, 50 words of text, an image sized 125 x 125 and a website URL. Only available in Sept. 28 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.**

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

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MID-ATLANTIC Doug Fix • 770-740-2078 • dfix@bellsouth.net **WEST** Frank Dantona • 805-520-2836 • fmdmedia@spacesales.com

TOP LEADERBOARD BANNER
650 X 80

The Official NECA 2020 LIVE Special Edition Newsletter

Features

2018 Profile of the Electrical Contractor
By Chuck Pitts
Twenty-five is the most significant number in the 2018 Profile of the Electrical Contractor research study findings. It means you're wearing twenty more and different hats than ever before. In the 2004 study, traditional electrical power/distribution made up 66 percent of the EC's revenue. Today, after decreasing over the subsequent 14 years, that number is only 25 percent, which indicates ECs are taking on a wide variety of disciplines and markets. [Read more...](#)

A Sporting Attitude Toward Better Buildings: U.S. Sports Venues Invest in Sustainability
By Jeff Gant
Sports and sustainability have teamed up. Not only are professional sports arenas, campus athletic buildings and community recreation centers built with cost savings in mind and achieved through clean energy, energy efficiency and resilient construction, these buildings are hubs that stimulate additional project work both within and outside their walls. [Read more...](#)

Advertisements:

- TOP TOWER** 200 X 400
- MIDDLE TOWER** 200 X 400
- LOWER TOWER** 200 X 400
- TEXT AD** 125 X 125

News