

SAFETY LEADER



Brought to you by **ELECTRICAL CONTRACTOR MAGAZINE** and **NECA**



739 workers died from exposure to electricity (nearly 3 deaths every week) between 2012-2016

27% were 25-34 years old

417 were by live wire, 308 by indirect exposure



*According to NFPA research, "Fatal Electrical Injuries at Work"

84% of **ELECTRICAL CONTRACTOR** magazine's Subscriber Research Panel said establishing electrically safe work practices is the most pressing safety issue in their job.



74% said ladders and 69% said fall protection are the most pressing.



80% of **ELECTRICAL CONTRACTOR**'s Panel said they would be interested in a free quarterly publication about electrical and workplace safety.

INTRODUCING SAFETY LEADER MAGAZINE

Keeping the workforce safe, healthy and productive is a priority for the National Electrical Contractors Association. Therefore, in 2020, NECA will launch a new quarterly magazine, "Safety Leader," to inform and educate electrical contractors.

Bundled with the leading publication in the market, **ELECTRICAL CONTRACTOR**, each issue of Safety Leader will be distributed to more than 80,000 management-level personnel in electrical construction firms in February, May, August and November. NECA is devoting four issues to this topic, beyond what appears monthly in **ELECTRICAL CONTRACTOR**. With the expansive reach to more than 80,000 readers four times a year, SAFETY LEADER will position your company as a partner in safety throughout the electrical industry.

Additionally, the publication will be available at all NECA events, including the NECA Safety Professionals Conference and NECA 2020 Chicago.

SAFETY LEADER EDITORIAL OVERVIEW

Every electrical contractor and worker must know how to stay safe on the job; SAFETY LEADER will provide a new set of tools that they can use on the job, in the office and while in transit to ensure that everyone comes home safely at the end of the day. The new magazine will contain codes and standards information, updates on OSHA regulations, quizzes to be administered to workers, a directory to find safety resources, and new products in the health and safety arena. Safety will be addressed from various angles—electrical, workplace, PPE, regulations, leadership, line work, NFPA 70E, and more. The magazine will showcase top talent as contributors, with well-known experts in the field.

CAMPAIGN COMPONENTS

▀ **PLAY A PART AT NECA'S SAFETY PROFESSIONALS CONFERENCE, MAY 18-20, 2020**

The National Electrical Contractors Association (NECA)'s 2019 Safety Professionals Conference (NSPC) in Scottsdale, Ariz., is the electrical construction industry's premier annual safety event.

NECA provides attendees with the most up-to-date information on regulation, compliance, management techniques and standards development that impact safety and health in the electrical construction industry. All technical sessions are educational in nature and presented by experienced safety professionals.

▀ **BECOME A SPONSOR OF SAFETY LEADER**

Are you also a safety leader? Show your safety expertise by sponsoring SAFETY LEADER magazine. As a sponsor, you can tell the industry that protecting lives are important to your company.

▀ **SHOWCASE YOUR SAFETY EXPERTISE AT NECA 2020 CHICAGO AND NECA EDUCATION**

As a sponsor of SAFETY LEADER and the NSPC, you'll also get access to NECA 2020 Chicago and the NECA Learning Center

PLATINUM SPONSOR (THREE AVAILABLE)

\$100,000 net

Platinum sponsors will receive top billing within SAFETY LEADER and all related NSPC signage and website activities, including the following:

SAFETY LEADER in Print

- Two 4-color full page ads in all four issues of SAFETY LEADER in 2020
- Your choice of a premium ad position (Inside Front Cover, Back Cover, opposite Table of Contents, or Center Spread)
- Full-page corporate position paper
- PDF and print copies for sponsor use or promotion, allowing customization by sponsor

NECA 2020 Chicago Panel Discussion

- 1 panel participant at NECA event
- Prominent recognition in all pre-show panel promotion efforts
- Prominent recognition of panel sponsorship on site

NECA Safety Professionals Conference

- Booth space at NECA Safety Professionals Conference with best available location
- Prominent recognition in all pre-conference promotion, include web page mention, e-Newsletter blasts, and recognition on event app
- Sponsorship of one meal, either awards breakfast, lunch or prize breakfast
- Keynote speaker sponsorship with recognition by speaker or NSPC M.C.
- 90-second video package shown during the event

NECA Education and the NECA Learning Center

- Create, disseminate and host two on-demand training courses to be available on the NECA Learning Center for the duration of 2020.
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Webinar

- Single-sponsor webinar (date tbd) promoted to more than 40,000 electrical contractors
- Opportunity for CEO to give one of four opening statements on company position
- Recognition during webinar and related promotion
- Webinar registration list

Web/e-newsletter

- Recognition on Safety keyword on ecmag.com
- 90-second video from NSPC hosted on ecmag.com
- White Paper produced by sponsor, hosted on ecmag.com
- e-newsletter ad on ELECTRICAL CONTRACTOR magazine's Safety e-newsletter (four times)

GOLD SPONSOR

\$60,000 net

Gold Sponsors receive recognition within the supplement and all related NSPC signage and website activities, including the following:

SAFETY LEADER in Print

- One 4-color full page ad in all four issues of SAFETY LEADER in 2020
- Full-page corporate position paper
- PDF and print copies for sponsor use or promotion, allowing customization by sponsor

NECA 2020 Chicago Panel Discussion

- Prominent recognition in all pre-show panel promotion efforts
- Prominent recognition of panel sponsorship on site

NECA Safety Professionals Conference

- Booth space at NECA Safety Professionals Conference with best available location
- Prominent recognition in all pre-conference promotion, include web page mention, e-Newsletter blasts, and recognition on event app
- 90-second video package shown during the event

NECA Education and the NECA Learning Center

- Create, disseminate and host one on-demand training course to be available on the NECA Learning Center for the duration of 2020.

Webinar

- Webinar panel participant (date tbd) promoted to more than 40,000 electrical contractors
- Recognition during webinar and related promotion
- Webinar registration list

Web/e-newsletter

- Recognition on Safety keyword on ecmag.com
 - 90-second video from NSPC hosted on ecmag.com
 - White Paper produced by sponsor, hosted on ecmag.com
 - e-newsletter ad on ELECTRICAL CONTRACTOR magazine's Safety e-newsletter (four times)
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SILVER SPONSOR

\$25,000 net

Silver Sponsors receive recognition within SAFETY LEADER and all related event signage and website activities.

SAFETY LEADER in Print

- One 4-color full-page ad within two issues of SAFETY LEADER
- PDF copy for sponsor use/promotion allowing customization by the sponsor

NECA Safety Professionals Conference

- Booth space at NECA Safety Professionals Conference with best available location
- Prominent recognition in all pre-conference promotion, include web page mention, e-Newsletter blasts, and recognition on event app

NECA Education and the NECA Learning Center

Partner with other Silver Sponsors to create, disseminate and host one on-demand training course to be available on the NECA Learning Center for the duration of 2020.

Web/e-newsletter

- Siderail on the ECmag.com
- Text ad on the safety magazine issue-related e-newsletter

INDIVIDUAL ADVERTISING IN SAFETY LEADER

Full page: \$6,000 net

Half page: \$3,000 net

Quarter page: \$1,500 net

SAFETY LEADER EDITORIAL CALENDAR

(To come)

Sponsorship packages are now available. Contact the marketing representative in your area to learn how you can get involved.

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SOUTHEAST/MID-ATLANTIC Doug Fix • 770-740-2078 dfix@

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