



A Hybrid Event

**OCTOBER 9-12, 2021**

**At Music City Convention Center, Nashville, and online**



Advertise in  
ELECTRICAL  
CONTRACTOR  
Magazine's

**OFFICIAL  
NECA  
NASHVILLE  
2021  
SPECIAL  
ISSUE**

Buy discounted advertising in ELECTRICAL CONTRACTOR's special NECA 2021 Nashville issue.

**Here's the deal:**

Buy advertising space in the September 2021 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 2021 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:**

- WEST** Frank Dantona • 805-520-2836 • fmdmedia@spacesales.com
- MIDWEST** Donna Harbacek • 417-559-3207 • donna@hbrmediasales.com
- NORTHEAST** Denis O'Malley • 203-356-9694 x13 • denis@nelsonmiller.com
- SOUTHEAST/ MID-ATLANTIC** Doug Fix • 770-740-2078 • dfix@bellsouth.net
- SOUTH** Gary Lindenberger • 281-855-0470 • gl@lindenassoc.com
- Lori Gernand-Kirtley • 281-855-0470 x 11 • lg@lindenassoc.com



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Special Advertising Opportunities

**OFFICIAL  
NECA  
NASHVILLE  
2021  
GUIDE  
+  
SHOW MAP**

To be held in Nashville, Oct. 9-12, 2021, the NECA Show is the electrical industry's largest gathering of product purchasers and decision-makers. The official NECA 2021 Nashville Guide reaches thousands of contractors responsible for more than 40% of the total industry dollar volume. It will be included with the September 2021 issue of *ELECTRICAL CONTRACTOR* magazine. Additional copies will be at the NECA Show.

**The Official NECA 2021 Nashville Guide**

The NECA 2021 Nashville 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 2021 Nashville 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

**Official Show Map**

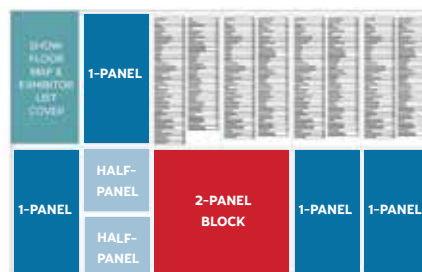
The official show map is handy enough for attendees to carry around. Exhibitors, NECA chapters or advertisers in the September issue of *ELECTRICAL CONTRACTOR* are eligible to purchase space around the official show map.

**Rates**

ALL RATES ARE NET

<u>AD SIZE</u>	<u>PAGE SIZE</u>	<u>SEPTEMBER ADVERTISER*</u>	<u>REGULAR RATE</u>
Half-panel	4.025" x 3.875"	\$900	\$1,400
One-panel	4.025" x 8.125"	\$1,600	\$2,500
Two-panel block	8.425" x 8.125"	\$2,900	\$3,500
Two-panel vertical	16.625" x 4.025"	\$3,500	\$4,200

\*(ADVERTISERS MUST PURCHASE A 1/4 PAGE OR LARGER AD IN *ELECTRICAL CONTRACTOR*.)





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Advertising  
Material/Specs

# OFFICIAL NECA NASHVILLE 2021 GUIDE

## 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](mailto:andrea.klee@necanet.org) or Dominique Minor at [dominique.minor@necanet.org](mailto: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](mailto: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 due Aug. 6.  
Ad materials due Aug. 13.**

**Send insertion orders and materials to Dominique Minor at [dominique.minor@necanet.org](mailto:dominique.minor@necanet.org) or call at 202.991.6272.**

### Trim Size

#### **FULL PAGE**

#### **FULL PAGE** W/BLEED

#### **2-PAGE SPREAD** W/BLEED

#### **1/2 PAGE ISLAND**

#### **1/2 PAGE HORIZONTAL**

#### **1/2 PAGE VERTICAL**

	WIDTH	DEPTH
	(inches)	(inches)
<b>FULL PAGE</b>	7	10
<b>FULL PAGE</b> <small>W/BLEED</small>	8.375	11.125
<b>2-PAGE SPREAD</b> <small>W/BLEED</small>	16.5	11.125
<b>1/2 PAGE ISLAND</b>	4.5	7.375
<b>1/2 PAGE HORIZONTAL</b>	7	4.875
<b>1/2 PAGE VERTICAL</b>	3.3125	10



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**OFFICIAL  
NECA  
NASHVILLE  
2021  
NEWSLETTER**

ELECTRICAL CONTRACTOR will send five e-newsletters to more than 75,000 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. 27: NECA 2021 Nashville preview:** A preview of NECA 2021 Nashville, including Showstopper Showcase listings and details about the layout, events and schedule.

**The Official NECA 2021 Nashville Daily**

**Oct. 10, 11 and 12:** Daily newsletter

**Oct. 13:** NECA 2021 Nashville wrap-up

**Advertising Opportunities**

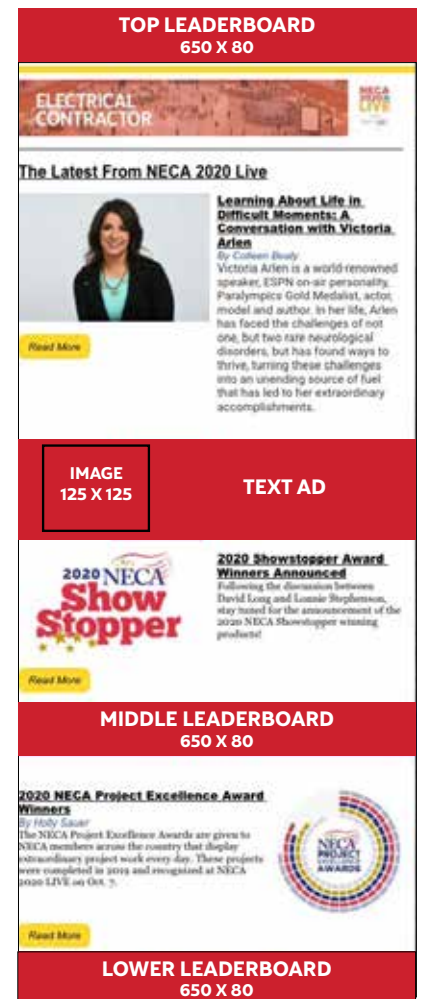
Advertisements will run in every newsletter as part of the program. Advertisers are also invited to send news, product announcements and event details; however, inclusion is limited by space and editorial discretion.

- **Leaderboard (top, middle, lower):** 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**
- **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. 27 e-Newsletter. **\$575 net per product**
- **Special-edition buyout:** Buy a leaderboard 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](mailto:dominique.minor@necanet.org) or call at 202.991.6272.**

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The screenshot shows a vertical layout of an e-newsletter. At the top is a red banner with the text "TOP LEADERBOARD 650 X 80". Below this is a header section with "ELECTRICAL CONTRACTOR" and "NECA LIVE" logos. The main content area features an article titled "The Latest From NECA 2020 Live" with a sub-headline "Learning About Life in Difficult Moments: A Conversation with Victoria Arlen" and a small photo of Victoria Arlen. Below the article is a "Read More" button. To the right of the article is a red box labeled "IMAGE 125 X 125" and "TEXT AD". Below the article is a section titled "2020 NECA Show Stopper" with a "Read More" button. At the bottom is another section titled "2020 NECA Project Excellence Award Winners" with a "Read More" button and a circular award logo. The bottom of the page has a red banner with the text "MIDDLE LEADERBOARD 650 X 80" and "LOWER LEADERBOARD 650 X 80".