

NECA

20
22



Advertise in

ELECTRICAL
CONTRACTOR'S
OFFICIAL NECA 2022
AUSTIN SPECIAL ISSUE

Austin

OCT.
15-18



Want to appear in **ELECTRICAL CONTRACTOR** magazine's special NECA 2022 Austin issue? You're eligible for a 50% discount on a second ad.

You'll want your company's advertising in the official NECA 2022 Austin issue. The September issue is the largest print edition of the year and contains pertinent information for those attending the annual convention and trade show. It is delivered to 80,000+ subscribers through the mail and will appear at NECA 2022 Austin for thousands of attendees.

Here's the deal:

Buy advertising space in the September 2022 **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 2022 issue for their second discounted ad. Both ad units must be larger than a quarter-page and must be full-run, excluding regional inserts. Marketplace and print and web bundle promotions are excluded.

Note: The 50% discount 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:

UPPER MIDWEST / WEST Tom Lasch • 440-247-1060 • tlasch@larichadv.com

NORTHEAST Denis O'Malley / Jim Bergen • 203-356-9694 x13 • denis@nelsonmiller.com • jim@nelsonmiller.com

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

SOUTH / SOUTHEAST Gary Lindenberger / Lori Gernand-Kirtley • 281-855-0470 • gl@lindenassoc.com • lg@lindenassoc.com

NECA

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Special Advertising Opportunities
OFFICIAL NECA
2022 AUSTIN
GUIDE & SHOW MAP



Austin

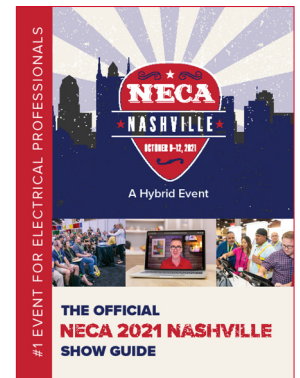
OCT.
15-18

To be held in Austin, Oct. 15–18, 2022, the NECA Convention and Trade Show is the electrical industry's largest gathering of product purchasers and decision-makers. The official NECA 2022 Austin Guide reaches thousands of contractors responsible for more than 40% of the total industry dollar volume. It will be included as part of the September 2022 issue of **ELECTRICAL CONTRACTOR** magazine, reaching 80,000+ subscribers. Thousands of additional standalone copies will be available at the NECA Show.

The Official NECA 2022 Austin Guide

The NECA 2022 Austin Guide is a handy booklet full of need-to-know info, including the trade show exhibitors and schedule-at-a-glance, and is a premier advertising opportunity for those looking to promote their presence at the convention and trade show.

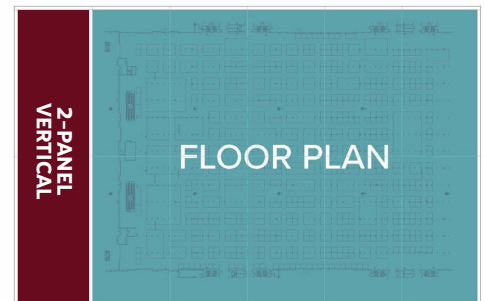
Buy a half-page (or larger) ad in the September NECA Show issue of **ELECTRICAL CONTRACTOR**, and you will receive a discount on your NECA 2022 Austin Guide ad; see chart below.



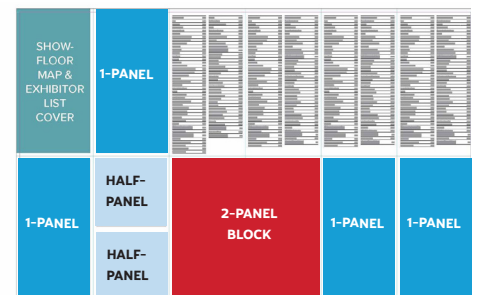
AD SIZE	SEPTEMBER ADVERTISER + GUIDE RATES	GUIDE-ONLY RATE
Half-page	\$3,000	\$4,000
Full page	\$4,500	\$6,000
Back cover	\$6,000	\$8,000
2-page spread	\$10,000	\$12,500

Official Show Map

The official show map is handy enough for attendees to carry around. Advertisers in the September issue of **ELECTRICAL CONTRACTOR** get a discounted rate.



AD SIZE	PAGE SIZE	SEPTEMBER ADVERTISER	REGULAR RATE
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



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NECA

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ADVERTISING
MATERIAL / SPECS

Austin

OCT.
15-18

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 1/2 inch 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.

TRIM SIZE	WIDTH (in.)	DEPTH (in.)
Full Page	7	10
Full Page w/ Bleed	8.375	11.125
2-Page Spread w/ Bleed	16.5	11.125
1/2 Page Island	4.5	7.375
1/2 Page Horizontal	7	4.875
1/2 Page Vertical	3.3125	10

Insertion orders due Aug. 5.

Ad materials due Aug. 12.

Send insertion orders and materials to Dominique Minor at dominique.minor@necanet.org or call at 202.991.6272.

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*Special Advertising
Opportunities*
OFFICIAL NECA
2022 AUSTIN
NEWSLETTER

Austin

ELECTRICAL CONTRACTOR will send five e-newsletters to more than 83,000 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

Oct. 10: NECA 2022 Austin preview: A preview of NECA 2022 Austin, including Showstopper Showcase listings and details about the layout, events and schedule.

The Official NECA 2022 Austin Daily

Oct. 16, 17 and 18: Daily newsletter

Oct. 19: NECA 2022 Austin 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 that is at least 150 dpi (max 5 MB) and a website URL. **\$1,600 net**
- **Text ads:** Advertiser supplies up to 50 words of text, a 300 x 300 image that is at least 150 dpi (max 5 MB) and a website URL. Text ads run between content. **\$1,600 net**
- **NECA Showstopper Showcase listings:** Advertiser supplies product name, 25 words of text, an image sized 125 x 125 and a website URL. Only available in Oct. 10 e-Newsletter. **\$575 net per product**
- **Special discount:** Buy three ads and get one free! Does not include product listings. **\$4,800 net for four e-newsletters.**

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TOP LEADERBOARD
650 X 80

NECA 2021 Nashville - Day 1 Recap



Do What You Love: A Conversation With Archie Manning
By Colleen Beatty
Archie Manning was the New Orleans Saints' quarterback for 13 years. In his post-NFL career, he serves in public relations and consulting capacities for several local, regional and national companies.

[Read More](#)

IMAGE
300 X 300

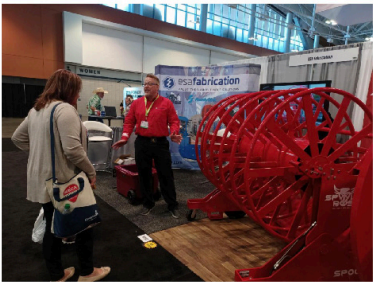
TEXT AD

2021 NECA Showstopper

2021 Showstopper Winners Announced
By Colleen Beatty
The 25 winners of the NECA Showstopper Awards were announced on Sunday, Oct. 10.

MIDDLE LEADERBOARD
650 X 80

From the Trade Show Floor



An ESA Fabrication team member discussed the company's Spool Boss reel with visitors to booth 1851.

LOWER LEADERBOARD
650 X 80