



The NECA Convention and Trade Show is the electrical industry's largest gathering of product purchasers and decision-makers, with thousands of attendees and exhibitors. Extend your NECA Show messaging to the entire electrical construction industry through advertising in ELECTRICAL CONTRACTOR Media Group.



ELECTRICAL CONTRACTOR's NECA 2023 Philadelphia Special Issue

The largest print edition of the year. Buy an advertisement in ELECTRICAL CONTRACTOR's September 2023 issue, get a second advertisement 50% off! (Second ad must appear in the September, October, November or December 2023 issue.) and a discounted ad in the NECA 2023 Philadelphia Guide or Map.

- Delivered to 80,000+ subscribers by mail
- Will also be available to thousands of attendees at NECA 2023 Philadelphia
- Build brand recognition by reaching management-level decision makers at key electrical contracting firms

Official NECA 2023 Philadelphia Newsletter

The official NECA 2023 Philadelphia newsletters educate and inform, generate excitement and give advertisers a chance to direct readers to specific events, products and developments.

- 5 e-newsletters: Sept. 25 (NECA 2023 Philadelphia Preview), Sept. 30 - Oct. 2 (daily recaps) and Oct. 3 (NECA 2023 Philadelphia Wrap-up)
- Emailed to 70,000+ subscribers
- Special discount: Buy three ads and get one free! Does not include product listings.



Official NECA 2023 Philadelphia Guide

This booklet is full of need-to-know info, including the trade show exhibitors and schedule-at-a-glance.

- Premier advertising opportunity for promoting your presence at the convention and trade show.
- Reach hundreds of contractors responsible for more than 40% of the total industry dollar volume.
- Included as part of the August and September 2023 issues of ELECTRICAL CONTRACTOR magazine, reaching 80,000+ subscribers.
- Standalone copies will be available at the NECA Show.

NECA 2023 Philadelphia Show Map

The official show map is handy enough for attendees to carry around.

- Promote your trade show features and direct attendees to your booth.
- Premier Partners, Ambassadors and Affiliates get special recognition on the map.
- Standalone copies will be available in bins throughout NECA 2023 Philadelphia.





ADVERTISING SPECS

Insertion orders due Aug. 4.
Ad materials due Aug. 11.

September 2023 Show Issue

Buy a half-page (or larger) ad in the September 2023 NECA Show issue of **ELECTRICAL CONTRACTOR**, and you will receive:

- 50% a second ad in the September, October, November or December issues. Both ad units must be larger than ¼-page and full-run, excluding regional inserts. Marketplace and print and web bundle promotions are excluded; AND
- A discount on your ad in the NECA 2023 Philadelphia Guide or Map (see charts).

Official NECA 2023 Philadelphia Guide

AD SIZE	SEPTEMBER ADVERTISER + GUIDE RATE	GUIDE-ONLY RATE
Half-page	\$3,100	\$4,100
Full page	\$4,600	\$6,100
Back cover	\$6,100	\$8,100
2-page spread	\$10,100	\$12,600

Contact your marketing representative for advertising rates:

UPPER MIDWEST / WEST Tom Lasch • 440-247-1060 • tlasch@cvmppmedia.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 Kirtley • 281-855-0470 • gl@lindenassoc.com • lg@lindenassoc.com

PRINT ADVERTISING 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.

1. All files should be built according to the final trim size. See trim sizes below. Guide ads should include an additional ⅛-inch bleed on all four sides. All live matter or type should be at least ½ 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 final file.
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.

Send insertion orders and materials to:
ecmagbusiness@necanet.org • 202.991.6272

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



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Official NECA 2023 Philadelphia Newsletter

- **Leaderboard (top, middle, lower):** Advertiser supplies a 650 x 80 image that is at least 150 dpi (max 5 MB) and a website URL. **\$1,800 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. **\$1,800 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 Sept. 25 e-newsletter. **\$775 net per product**
- **Special discount:** Buy three ads and get one free! Does not include product listings. **\$5,000 net for four e-newsletters.**
- Advertisers are also invited to send news, product announcements and event details; however, inclusion is limited by space and editorial discretion.

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

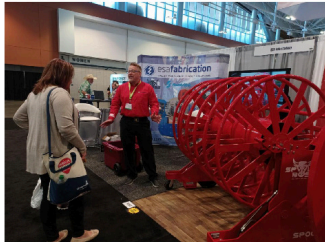
TEXT AD



2021 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

Official NECA 2023 Philadelphia Map

AD SIZE	PAGE SIZE	SEPTEMBER ADVERTISER + MAP RATE	REGULAR RATE
Half-panel	4.025" x 3.875"	\$1,000	\$1,500
One-panel	4.025" x 8.125"	\$1,700	\$2,600
Two-panel block	8.425" x 8.125"	\$3,000	\$3,600
Two-panel vertical	16.625" x 4.025"	\$3,600	\$4,300

