



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 2024 San Diego Special Issue

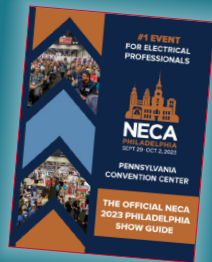
The largest print edition of the year. Buy an advertisement in ELECTRICAL CONTRACTOR's September 2024 issue, get a second advertisement 50% off! (Second ad must appear in the September, October, November or December 2024 issue.)

- Delivered to 80,000+ subscribers by mail
- Will also be available to thousands of attendees at NECA 2024 San Diego
- Build brand recognition by reaching management-level decision makers at key electrical contracting firms

Official NECA 2024 San Diego Newsletter

The official NECA 2024 San Diego 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 2024 San Diego Preview), Sept. 29 - Oct. 1 (daily recaps) and Oct. 2 (NECA 2024 San Diego Wrap-up)
- Emailed to 60,000+ subscribers and all NECA 2024 San Diego attendees
- Special discount: Buy three ads and get one free! Does not include product listings.



Official NECA 2024 San Diego 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.
- Standalone copies will be available at the NECA Show.

NECA 2024 San Diego 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 2024 San Diego.





Advertising Specs

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



September 2024 Show Issue

Buy a half-page (or larger) ad in the September 2024 NECA Show issue of **ELECTRICAL CONTRACTOR**, and you will receive:

- 50% a second ad in the September, October, November or December 2024 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 2024 San Diego Guide or Map (see charts).



Official NECA 2024 San Diego 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



Print Advertising Specifications

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

TRIM SIZE	WIDTH (in.)	DEPTH (in.)
Full Page	7	10
Full Page w/ Bleed	8.25	11.125
2-Page Spread w/ Bleed	16.25	11.125
1/2 Page Island	4.5	7.375
1/2 Page Horizontal	7	4.875
1/2 Page Vertical	3.3125	10

Contact your marketing representative for advertising rates:

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

NORTHEAST Steve Wafalosky • 440-247-1060 • stevew@cvmppmedia.com

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

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



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Official NECA 2024 San Diego 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 - \$2,200 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, a 300 x 300 image that is at least 150 dpi (max 5 MB) 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 2023 PHILADELPHIA - DAY 1 RECAP



Being 'Keepers of the Flame': An Interview with Jay Wright
By Colleen Beatty

Jay Wright is widely regarded as one of the best coaches in college basketball, having recently reined after 21 years as the head coach of Villanova men's basketball, which achieved 14 NCAA Tournament appearances and won two national titles in 2016 and 2018.

IMAGE
300 X 300

TEXT AD




25 Showstopper Winners Announced at NECA 2023 Philadelphia
By Colleen Beatty

The **25 winners** of the 2023 NECA Showstopper Awards were announced on Saturday, Sept. 30 at NECA 2023 Philadelphia. The annual Showstopper Showcase at the NECA Convention and Trade Show highlights the newest products and services on the market, and included more than 170 entries this year.

MIDDLE LEADERBOARD
650 X 80

FROM THE TRADE SHOW FLOOR



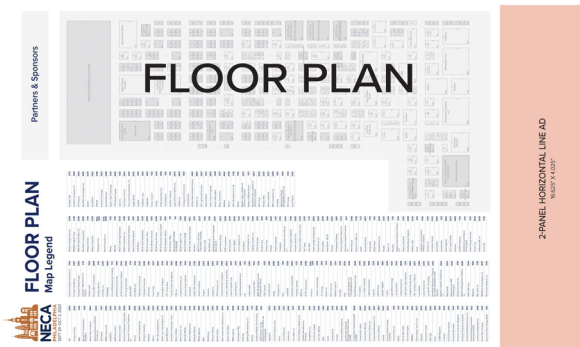
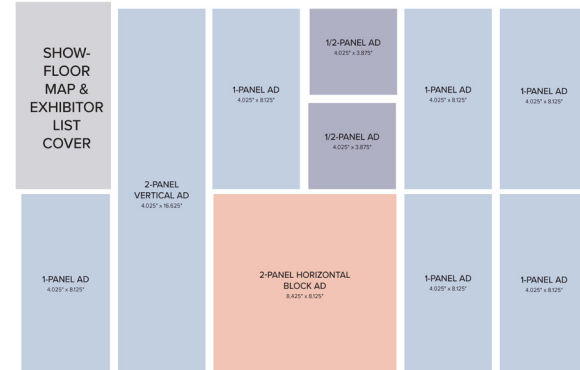
Champ, the mascot for Champion Fiberglass, greeted visitors at booth 1162.

LOWER LEADERBOARD
650 X 80



Official NECA 2024 San Diego 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





ELECTRICAL CONTRACTOR Media Group Post-NECA Show Bonus Offer

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.

DOUBLE YOUR NECA 2024 EXPOSURE

Don't miss the largest print edition of the year or the chance to level up! Buy an advertisement in ELECTRICAL CONTRACTOR's September 2024 issue, get a second advertisement 50% off! (Second ad must appear in either the September, October, November or December 2024 issues.)

Delivered to 80,000+ subscribers by mail

Will also be available to thousands at NECA 2024 San Diego

Build brand recognition by reaching management-level decision makers at key electrical contracting firms



CAST A WIDE NET

Broadcast your top NECA products to the entire industry in the September, October, November and December issues.

AND bonus added value

4 ads in the digital edition/app version linked to your website

25,000 impressions on www.ecmag.com

1 e-newsletter ad

1 marketplace ad in ELECTRICAL CONTRACTOR in print

\$40,000 net (value of \$44,420)

KEEP YOUR BRAND TOP OF MIND

Bring the trade show to the full electrical construction market. Run spreads in the three issues following the NECA Show; one ad can be an advertorial and appear in our sponsored content library online.

AND bonus added value

6 ads in the digital edition/app version linked to your website

35,000 impressions on www.ecmag.com

2 e-newsletter ads (best available position)

2 marketplace ads in ELECTRICAL CONTRACTOR in print

\$65,000 net (value of \$81,600)



All advertisers are listed in the advertiser index each month, plus those who select December will be studied as part of our Baxter Readership Studies. Website and newsletter positioning determined upon contract with best-available space assigned.

Contact your media group consultant to get started:

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

NORTHEAST Steve Wafalosky • 440-247-1060 • stevew@cvmpmedia.com

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

SOUTH / SOUTHEAST Lori Gernand-Kirtley • 281-855-0470 x 11 • lg@lindenassoc.com