

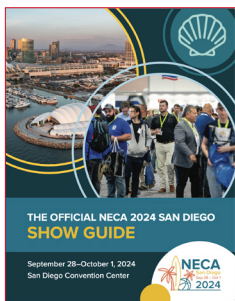
Official NECA 2025 Chicago Print and Digital Sponsorship Opportunities

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

Official NECA 2025 Chicago Show Guide

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

- Premier advertising opportunity for promoting your presence at the convention and trade show.
- Reach thousands of contractors responsible for more than 40% of the total industry dollar volume.
- Standalone copies will be available in bins at the NECA Show in Chicago.



ELECTRICAL CONTRACTOR's NECA 2025 Chicago Official Special Issue

Reach important decision-makers in the largest print edition of the year. Buy an advertisement in **ELECTRICAL CONTRACTOR's** August 2025 issue, get a second advertisement 50% off. (Discount can be used for a second ad in the August, September, October, November or December 2025 issues.) By appearing in August, you also get a discount on your ads in the Official Show Guide or Map.



- Delivered to more than 80,000 subscribers by mail
- Will also be available to thousands of NECA 2025 Chicago attendees
- Build brand recognition by reaching management-level decision-makers at key electrical contracting firms

Official NECA 2025 Chicago Map

Promote your trade show features and direct attendees to your booth at the NECA Show.

- Cost-effective ads help drive traffic to your booth and remind visitors of your expertise.
- Standalone copies will be available in bins throughout NECA 2025 Chicago.
- NECA Premier Partners, Ambassadors and Affiliates get special recognition on the map.



Official NECA 2025 Chicago Newsletter

The official NECA 2025 Chicago newsletters educate and inform, generate excitement and give advertisers a chance to direct readers to specific events, products and developments.

- 5 e-newsletters: Sept. 10 (NECA 2025 Chicago Preview), Sept. 13-15 (daily recaps) and Sept. 16 (NECA 2025 Chicago Wrap-up)
- Emailed to 70,000 subscribers and all NECA 2025 Chicago attendees
- Special discount: Buy three ads and get one free! Does not include product listings.



Contact your media group consultant for advertising rates:

Justin Boulka, The Wyman Company

Phone: 612.986.6973 | email: jboulka@thewymancompany.com



Advertising Details

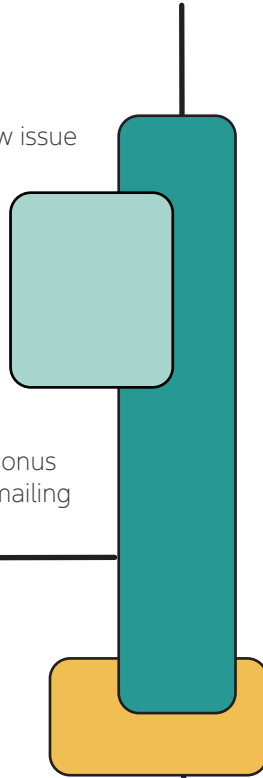
Print insertion orders due July 3. Ad materials due July 11.
Get your ad orders/materials to secure your spot!



August 2025 Show Issue

Buy a half-page (or larger) ad in the August 2025 NECA Show issue of **ELECTRICAL CONTRACTOR**, and you will receive:

- 50% off a second ad in the August, September, October, November or December 2025 issues. Both ad units must be larger than 1/4-page and full-run, excluding regional inserts. Marketplace and print and web bundle promotions are excluded.
- A discount on your ad in the NECA 2025 Chicago Guide or Map (see chart below)
- Pricing/specs for the 2025 Official Show Issue and the bonus 50% off ad can be found in the 2025 media kit or by emailing your media group consultant.

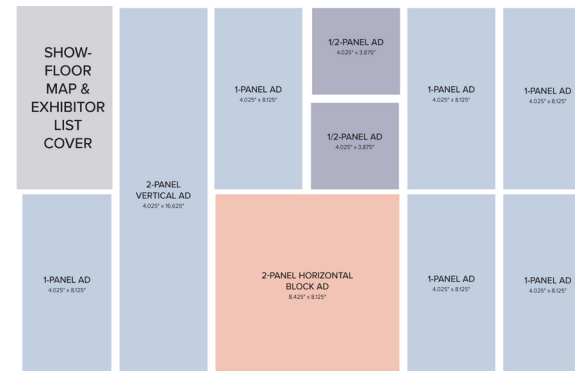


Official NECA 2025 Chicago Guide

AD SIZE	AUGUST ADVERTISER + GUIDE RATE	GUIDE-ONLY RATE
1/2 page	\$3,100	\$4,100
Full page	\$4,600	\$6,100
Back cover	\$6,100	\$8,100
2-page spread	\$10,100	\$12,600

Official NECA 2025 Chicago Map

AD SIZE	PAGE SIZE	AUGUST 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



Contact your media group consultant to order:

Justin Boulka, The Wyman Company
Phone: 612.986.6973 | email: jboulka@thewymancompany.com



Advertising Details

Extend your reach to the entire industry. These opportunities will sell out.



Print Advertising Specifications

High-resolution, print-ready PDFs are preferred and must meet printer specs. Electronic files must be emailed as an attachment (no .zip files), sent through Dropbox, or uploaded through the Ad Orbit portal.

- 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.
- Files must be ready for high-resolution output (at least 300 dpi) and may not contain low-resolution images.
- All fonts used to produce the PDF must be embedded in the final file.
- Please convert all RGB and PMS colors to CMYK before writing PDF files.

SHOW ISSUE 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"
2/3 Page	4.5"	10"
2/3 Page w/bleed	5"	11.125"
1/2 Page horizontal	7"	4.875"
1/2 Page vertical	3.3125"	10"
1/3 Page vertical	2.125"	10"
1/3 Page square	4.5"	4.875"
1/4 Page	3.375"	4.875"

GUIDE 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 Horizontal	7"	4.875"

Official NECA 2025 Chicago Newsletter

Insertion orders and ad materials due Sept. 2.

- **Leaderboard and Banner (top, middle, lower):** Advertiser supplies a 650 x 80 image that is at least 150 dpi (max 5 MB) and a website URL.
\$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 Showcase of Products:** 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. 10 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.

Contact

Justin Boulka, The Wyman Company
Phone: 612.986.6973
email: jrboulka@thewymancompany.com

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 retired 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.

BANNER 650 X 80

FROM THE TRADE SHOW FLOOR



Champ, the mascot for Champion Fiberglass, greeted visitors at booth 1182.

BANNER 650 X 80