



**ELECTRICAL
CONTRACTOR**

2009 MEDIA KIT

Your Guide for the Field, the Office and the Future



**ELECTRICAL
CONTRACTOR**
SECURITY+LIFE SAFETY SYSTEMS

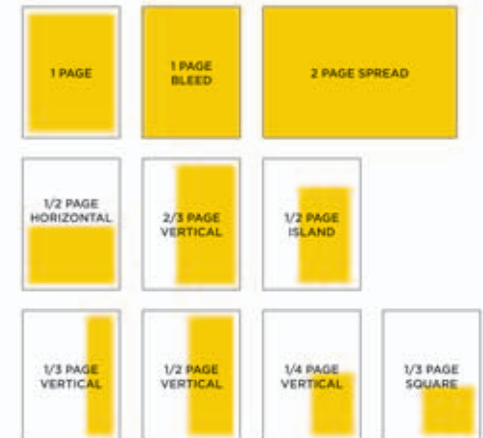
Your Guide for the Field, the Office and the Future

MECHANICAL SPECIFICATIONS

TRIM SIZE = 8¹/₈ x 10⁷/₈ INCHES.

(Allow 1/4-inch top, side, bottom, and binding edge. Bleed size = 8¹/₄ x 11¹/₄ inches)

| SPACE UNIT | WIDTH (inches) | DEPTH (inches) |
|-----------------------|--------------------------------|--------------------------------|
| 1 page | 7 | 10 |
| 1 page bleed | 8 ¹ / ₈ | 11 ¹ / ₈ |
| 1 page gutter bleed | 7 ³ / ₈ | 10 |
| 1 page trim size | 8 ¹ / ₈ | 10 ⁷ / ₈ |
| 2 page spread | 16 ¹ / ₄ | 10 ⁷ / ₈ |
| 2 page spread bleed | 16 ¹ / ₂ | 11 ¹ / ₈ |
| 2/3 page | 4 ¹ / ₂ | 10 |
| 2/3 page bleed | 5 | 11 ¹ / ₈ |
| 1/2 page (island) | 4 ¹ / ₂ | 7 ³ / ₈ |
| 1/2 page (horizontal) | 7 | 4 ³ / ₈ |
| 1/2 page (vertical) | 3 ⁵ / ₈ | 10 |
| 1/3 page (vertical) | 2 ³ / ₈ | 10 |
| 1/3 page (square) | 4 ¹ / ₂ | 4 ³ / ₈ |
| 1/4 page | 3 ¹ / ₈ | 4 ³ / ₈ |



NOTE: Material not intended to bleed should be kept 1/8-inch from gutter and 1/4-inch from trim.
All live matter should be 1/4-inch from trim.

Printing: Web-offset printing

Binding: Perfect bound

RATE PROTECTION

All 2009 display advertising contracts received

POLICY

Publisher reserves the right to:

ADVERTISING MATERIALS SPECIFICATIONS



3 Bethesda Metro Center
Suite 1100
Bethesda, MD 20814-5372
301-657-3110
301-215-4501
www.ecmag.com

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2009 ADVERTISING RATES

BLACK AND WHITE SPACE RATES

(Based on number of insertions of standard units within 12-month period):

Every Issue Rate: For advertisers who place one full-page ad in each issue, the rate is \$7,350 gross, plus color charge if applicable.

| FREQ. | FULL PAGE | 2/3 PAGE | 1/2 (Island) | 1/2 PAGE | 1/3 PAGE | 1/4 PAGE |
|-------|-----------|----------|--------------|----------|----------|----------|
| 1x | \$9,270 | \$7,240 | \$6,810 | \$5,580 | \$4,240 | \$3,830 |
| 3x | \$8,820 | \$6,890 | \$6,420 | \$5,300 | \$4,030 | \$3,620 |
| 6x | \$8,270 | \$6,400 | \$6,060 | \$4,960 | \$3,770 | \$3,390 |
| 9x | \$8,100 | \$6,300 | \$5,930 | \$4,860 | \$3,680 | \$3,310 |
| 12x | \$7,890 | \$6,140 | \$5,780 | \$4,750 | \$3,600 | \$3,210 |
| 15x | \$7,750 | \$5,940 | \$5,570 | \$4,590 | \$3,540 | \$3,170 |
| 18x | \$7,620 | \$5,780 | \$5,440 | \$4,460 | \$3,490 | \$3,140 |
| 21x | \$7,250 | \$5,650 | \$5,320 | \$4,340 | \$3,310 | \$2,990 |
| 24x | \$7,040 | \$5,490 | \$5,170 | \$4,240 | \$3,230 | \$2,910 |
| MAX | \$6,930 | \$5,340 | \$5,020 | \$4,130 | \$3,160 | \$2,830 |

COLOR RATES

| COLOR | PAGE | SPREAD |
|--------------------------|---------|---------|
| 4-Color Process | \$2,390 | \$3,770 |
| 1 Standard AAAA Color* | \$1,150 | \$1,710 |
| 2 Standard AAAA Color* | \$2,020 | \$2,750 |
| Matched Color, Per Color | \$1,810 | \$2,460 |

*Standard colors include black

CLOSING DATES, MATERIAL DEADLINES AND SHIPPING INFORMATION

Written insertion orders are due on the 5th of the month preceding publication. Materials are due on the 10th of the month preceding publication.

Insertion orders and materials should be sent to:

Donna L. Bailey
Associate Publisher
Electrical Contractor
3 Bethesda Metro Center, Suite 1100
Bethesda, MD 20814-5372
301-215-4515

NOTE: Cancellations received by *Electrical Contractor* after insertion order deadline for that issue are subject to a non-commissionable penalty of \$1,000.



COVERS AND GUARANTEED POSITIONS

All covers and paid premium positions are sold on a contracted, full page, every issue basis. Cancelled contracts are subject to a \$1,500 unfulfilled contract insertion short rate in addition to any normal short rate for space.

SECOND COVER: 20% additional to earned black and white page rate.

THIRD COVER: 15% additional to earned black and white page rate.

FOURTH COVER: 25% additional to earned black and white page rate.

A variety of special creative options are offered for second, third and fourth cover positions as well as inside book, e.g., CDs, gatefolds, fold outs, posters, post it notes. Contact your marketing representative for details.

THE ELECTRICAL CONTRACTOR COMMUNITY

Electrical Contractor is the leading information provider serving the \$125 billion commercial, residential, industrial, and institutional electrical contracting community. Electrical contractors represent a shifting demographic from the recent past; they are more sophisticated technologically and savvy about business...an important part of the value chain.

Electrical contractors have expanded their sphere of activity to include every facet of traditional power, low voltage security/life safety/communications, lighting fixtures/controls and other emerging technologies.

From field workers to CEOs working in commercial, residential, institutional and industrial industries, *Electrical Contractor* is the trusted resource for contractors and an engaging, powerful platform to reach them.



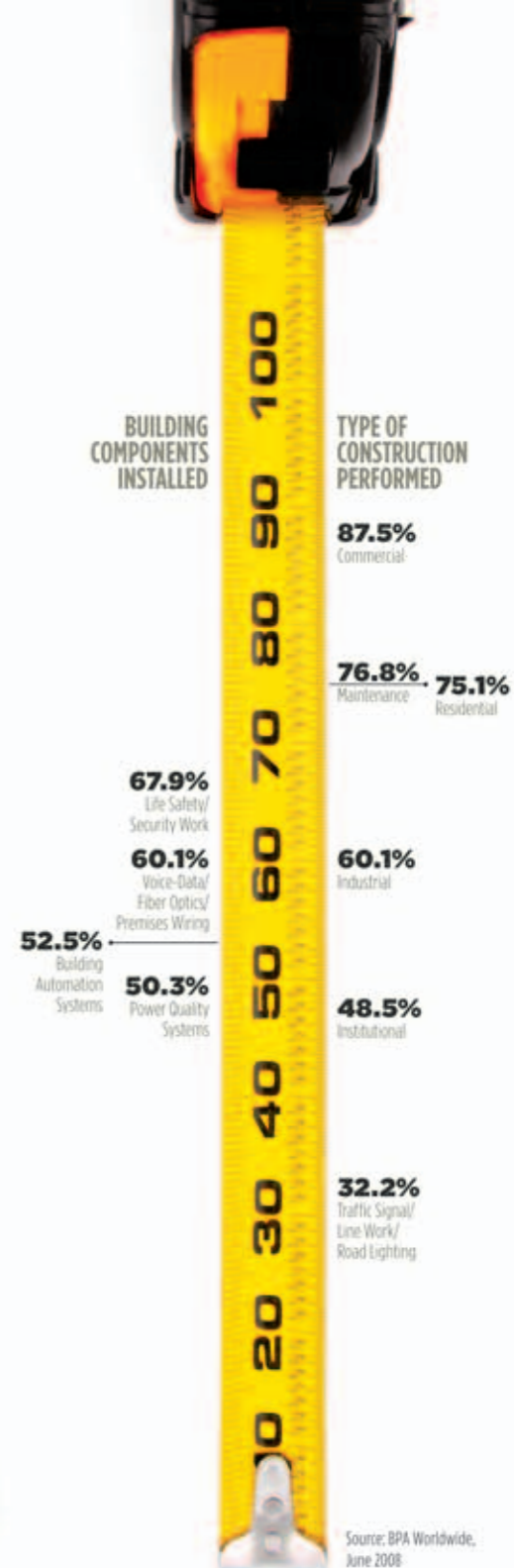
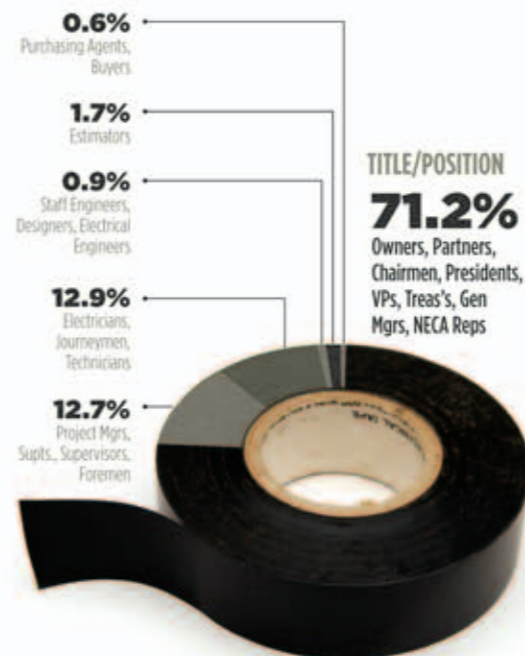
Founded in 1939 by the National Electrical Contractors Association (NECA), the monthly magazine is the cornerstone of a brand that has responded to the growing needs of electrical contractors with a wide range of tools including:

| PRINT | NECA Show Directory | ONLINE | OTHER |
|--------------------------------|-----------------------------------|---------------|-----------------------|
| Electrical Contractor | Editorial reprints | ECmag.com | List rental |
| Security + Life Safety Systems | Marketplace Inserts & Classifieds | Electri-Blast | Industry data |
| | | | Research Sponsorships |

THE AUDIENCE

Electrical Contractor brings your brand and message to 85,363 contractors who are responsible for more than 90% of the total market dollar volume.

Electrical contractors have migrated from primarily being a product installer to an integral partner in product and system specification, selection and design. More than 70% of our audience makes brand decisions for electrical products and systems.



Source: BPA Worldwide, June 2008