

Electronic Media

Access anywhere 24/7

EA-Online

EA-Online is The Electrical Advertiser's interactive website featuring over 100 electrical categories and 400 companies through PowerSearch, industry trade show information and banner display ads. We currently have over 200 companies linked to EA-Online.com listed in PowerSearch

Link Membership Package Benefits

PowerSearch includes up to 6 listings that are linked directly to your website. Additional access to your site is found through our QuickLink section.

PowerQuote allows buyers to request quotes directly from you through your email account. A potential buyer sends a RFQ to you as a member. Receiving information and making sales is made simple with PowerQuote. Over 30 million PowerQuotes have been received since 1996.

Added Benefits - Link Member's with display ads in our magazine containing website information are clickable and provide a direct website link. This feature offers another way for greater access to your company information and inventory. New Link Member's receive a Free 1/2 Page Reader Profile or Press Release in our Industry Showcase section.

EA-Online Link Membership Rates

Print Advertiser

\$1095/year

Online Only

\$1295/year

New & Improved PowerSell Program Now Available

**Sell your Excess Electrical Inventory
for \$10 or less per item...**

PowerSell notifies potential buyers through emails sent to opt-in buyers. In addition, your items will be listed online and in our monthly magazine.

For More Info:

mitchp@electricaladvertiser.com or 800-328-0328

MONTHLY FOCUS / EDITORIAL

Lightfair - March & April

Tools & Trucks - April & May

Generators & Transformers - June & July

ICUEE - July, August & September

NECA - August, September & October

New Electrical Products - October - January

CONTACT US:

Website/Online Advertising Information: ElectricalAdvertiser.com

General Inquiries: info@ElectricalAdvertiser.com

James Elliott, President: jamese@ElectricalAdvertiser.com

Mitchell Pope, Ad Sales Mgr: mitchp@ElectricalAdvertiser.com

Advertising & Press Releases: sales@ElectricalAdvertiser.com

Toll Free Phone: 800.328.0328

Toll Free Fax: 888.566.7345

Phone: 763.566.4820

Sales: 763.566.4821

Physical Address:

The Electrical Advertiser

1044 Centerville Circle #200

Vadnais Heights, MN 55127

The Electrical ⚡ Advertiser

Media & Marketing Planner

To a customer or prospect, an ad is your company representative. In today's competitive business environment, results are more important than ever. Advertising is an investment in the image of your company.

ElectricalAdvertiser.com

800.328.0328

Why advertise in our magazine?

We get results!

- Over 200 advertisers in every issue in print and online representing all market segments
- High Retention Rate 70% of our clients remain advertisers for more than 10 years
- Diverse Readership Nationwide – Contractors, distributors, industrial & utility personnel
- Strong Trade Show Representation Exhibited at all major industry expos
- EA-Online Internet Exposure- Join over 200 successful link members
- Industry Recognition

Programs

- The Electrical Advertiser Print And Digital Magazine
- The Quick Reference Directory
- EA-Online
 - PowerSearch
 - Link Membership
 - PowerQuote
 - PowerSell
 - Banner Advertising
- Mail List Inserts
- Mail List Rental
- Trade Show Inserts
- Email Advertising - Customized or Multi-Company Spotlight



The Electrical Advertiser

Who and what we are.

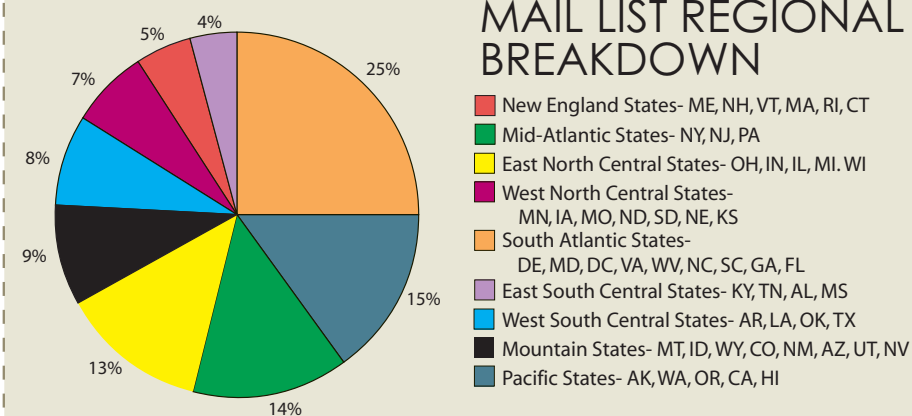
The Electrical Advertiser is a nationwide print and digital trade magazine published monthly. It caters to electrical professionals who purchase, specify, recommend and use electrical products and equipment on a daily basis.

We think of our advertisers as industry partners. Our goal is to create awareness, interest and sales for your company, providing you the market exposure you deserve.

Over 75,000 electrical contractors, distributors, utility and plant facility personnel have direct access to your products and services through this partnership.

You can count on reaching professionals who have relied on The Electrical Advertiser since 1983.

MAIL LIST REGIONAL BREAKDOWN



DISTRIBUTION BREAKDOWN



The Electrical Advertiser's total circulation is currently 76,497*. Our monthly mailing of 25,000 encompasses all 50 states and all titles and market segments.

The total mailing does not include shared copies of the publication, copies distributed at trade shows or digital copies seen online or by ipad or iphone.

*This number changes frequently due to mail list updating

Who do we serve.

ELECTRICAL CONTRACTORS

President, Owner, VP Operations,
Purchasing Manager,
Fleet Manager, Operations Manager,
Project Coordinator,
Electrical Supervisor, Manager of
Electrical Engineering

DISTRIBUTORS

Owner, VP Operations, General Manager,
Marketing Manager,
Electrical Sales Coordinator,
Purchasing Manager,
Warehouse Manager, Inside & Outside Sales

MANUFACTURERS AND SERVICES

Owner, VP Operations, General Manager,
Marketing Manager, Sales Coordinator,
Purchasing Manager, Warehouse Manager

UTILITIES

General Manager, Fleet Manager, T & D
Manager, Manager of Electrical Services,
Investment Recovery Manager, Electrical
Engineers, Utility Service Manager,
Power Production Specialist, Substation
Superintendent, Line Supervisor,
Purchasing Manager

OTHER

Demolition, Facility Management, Auctions

Email Blasts / Online Banners

Banner Advertising displays your message at the top of each page rotating with other advertisers. As an added benefit a sidebar also displays Banner Advertisers throughout the site. Premium Banners are displayed in up to three PowerSearch categories along with top and sidebar placement.

EA-Online Banner Ad Rates

| | Standard Banner | Premium Banner |
|-------------|-----------------|----------------|
| Quarterly | \$550 | \$750 |
| Semi-Annual | \$995 | \$1,175 |
| Annual | \$1,750 | \$1,895 |

Banner ad specifications are 425 x 60 pixels for top side banner and 150 x 675 for side banner. Banner design is available at no extra charge.

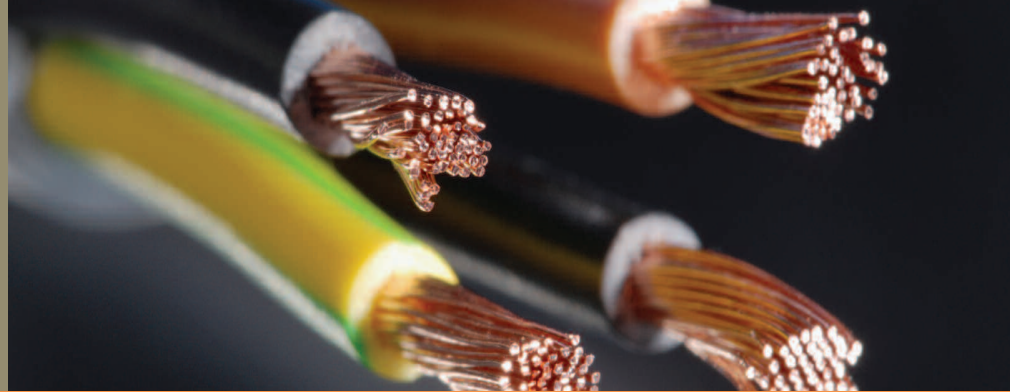
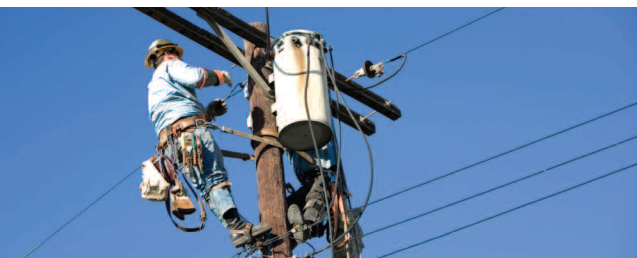
Customized and Spotlight Email Blast

The customized blast features your company exclusively to our database of 30,000* electrical industry professionals. The Spotlight email program is sent to the same database but features several companies in a picture ad format with direct website links. This spotlight advertisement is sent in three-month increments during the year (Jan-Mar, May-July, Sept-Nov).

*This number changes frequently due to e-mail list updating

Email & Spotlight Rates

| | | |
|-----------------------|-----------|---------|
| Custom Email Blast | (1 time) | \$595 |
| Custom Email Blast | (2 times) | \$995 |
| Custom Email Blast | (3 times) | \$1,295 |
| Spotlight Group Blast | (3 times) | \$495 |



Print Media Rates

2018 Rates

Four Color Display Ads

| Display Ad | 1 ISSUE | 3 ISSUES | 6 ISSUES | 12 ISSUES |
|------------|---------|----------|----------|-----------|
| 1/8 Page | \$265 | \$250 | \$225 | \$200 |
| 1/4 Page | \$450 | \$435 | \$410 | \$375 |
| 1/2 Page | \$675 | \$650 | \$610 | \$560 |
| Full Page | \$1,045 | \$995 | \$935 | \$850 |

Black & White Display Ads

| Display Ad | 1 ISSUE | 3 ISSUES | 6 ISSUES | 12 ISSUES |
|------------|---------|----------|----------|-----------|
| 1/4 Column | \$100 | \$90 | \$80 | \$75 |
| 1/3 Column | \$125 | \$120 | \$110 | \$95 |
| 1/8 Page | \$200 | \$185 | \$165 | \$145 |
| 1/4 Page | \$325 | \$305 | \$275 | \$240 |
| 1/2 Page | \$495 | \$480 | \$450 | \$415 |
| Full Page | \$835 | \$810 | \$775 | \$725 |

*(Spot color is available at an additional charge)
Note: Bulletin Board Section - 1/4 Column to 1/8 Page Sizes

Electric Avenue Classified Ads (Annual Rate)

| | | | |
|--------|-------|---------------|---------|
| Double | \$750 | Quad | \$1,050 |
| Triple | \$900 | Double Column | \$1,650 |

(*For layout sizes see chart on back)

Electric Avenue Advertising

Our classified section offers an inexpensive and effective showcase for promoting your products and services. Place an Electric Avenue ad and receive a full year of exposure.

YOUR MESSAGE GETS
DOUBLE EXPOSURE

Your ad appears in:

- Print (monthly mailed copies)
- Digital available 24/7 at

www.ElectricalAdvertiser.com

- **Packaged Advertising - Call Us**
Display & Online Promotions
Together Offers **Maximum Savings**
3 to 12 Month Options Available

You have the flexibility to place your ad in a specific section of our magazine to make it easier for buyers to find you.

Insert Rates

| | |
|-----------------------------|-----------------|
| Monthly Mailing (25,000) | \$120/per 1,000 |
| Complete Mailing (80,000) | \$105/per 1,000 |
| Tradeshow Inserts (300 min) | \$250-\$350 |

To insure an insert is acceptable, please contact your sales representative and send a sample. Size requirements may affect our ability to mail your piece. We may quote you a higher price if the weight of your mail piece affects postal costs.

Mail List Rental

| | |
|------------------------------|----------------------|
| Mail List Rental (5,000 min) | \$135/per 1,000 |
| Trade Show Insert Promotion | \$300-\$400 per show |

Mail List Rental and Trade Show Inserts

Mail your literature by state, geographical region or company type using our mail list rental, or insert it in our publication for monthly distribution. You have complete control in choosing who you want to reach. We can also distribute your promotional material at industry trade shows and even assist you in designing a piece for distribution.

Print Ad Requirements

- Ad Design & Layout Available
- **All Rates Shown are Net 30**
- Pre-payment Required for New Accounts and Packaged Advertising
- Visa & Mastercard Accepted
- *Spot Color Add 5% / 2 Color Add 10% to B&W Rate
- Photos / Special Graphics Require 100-125 Line Screen or 250-300 DPI
- Wrap, Front and Back Cover and Other Premium Positions - Call for Availability and Price

File Formats

We accept electronic ads created in the following programs:

- QuarkXpress
- Adobe Illustrator
- Adobe Photoshop
- Adobe PDF
- Microsoft Word
- Microsoft Excel
- Microsoft Publisher
- Corel Draw

Pictures and logos can be emailed as .eps, .tiff, .jpg or .gif. Any other programs, please call prior to submission.

2018 Deadline Dates

| Mo. | Space Reserved | Ad Copy Due |
|------|----------------|-------------|
| Jan. | Dec. 13 | Dec. 15 |
| Feb. | Jan. 19 | Jan. 22 |
| Mar. | Feb. 16 | Feb. 19 |
| Apr. | Mar. 16 | Mar. 19 |
| May | Apr. 20 | Apr. 23 |
| Jun. | May 18 | May 21 |
| Jul. | Jun. 15 | Jun. 18 |
| Aug. | Jul. 20 | Jul. 23 |
| Sep. | Aug. 17 | Aug. 20 |
| Oct. | Sep. 14 | Sep. 17 |
| Nov. | Oct. 19 | Oct. 22 |
| Dec. | Nov. 14 | Nov. 16 |



Quick Reference Directory (QRD) • PowerSearch

The Quick Reference Directory is a pullout buyer's guide mailed inside six issues of The Electrical Advertiser. It can also be seen at EA-Online.com. The 1st edition of the QRD is mailed inside the January, February and March issues of The Electrical Advertiser and the 2nd edition in the July, August and September issues. Each year, it is distributed to over 150,000 electrical professionals who purchase electrical equipment, materials and supplies. Currently this industry reference guide features 90+ categories. Listings placed in the QRD ensure buyers will find your product information fast.

To request placement in the QRD
please call 800-328-0328 or visit www.ElectricalAdvertiser.com



PowerSearch

When you advertise in the QRD additional exposure is given to your company through automatic enrollment in PowerSearch. PowerSearch is the electronic version of the Quick Reference Directory (QRD) and is accessible to buyers 24/7. It can be found at www.ElectricalAdvertiser.com

QRD Basic Category Listing Rates

| Includes PowerQuotes | | |
|----------------------|---------------|---------------|
| # of Lines | Current Adv | QRD Only |
| 1 | \$180 | \$200 |
| 2 | \$250 | \$270 |
| 3 | \$310 | \$330 |
| 4 | \$370 | \$390 |
| 5 | \$420 | \$440 |
| 6 or More | Add \$35/Line | Add \$40/Line |

Company name in **RED**: Add \$5 per line

QRD Premium Category Listing Rates

| Includes PowerQuotes | | |
|----------------------|---------------|---------------|
| # of Lines | Current Adv | QRD Only |
| 1 | \$625 | \$650 |
| 2 | \$725 | \$750 |
| 3 | \$825 | \$850 |
| 4 | \$925 | \$950 |
| 5 | \$1025 | \$1050 |
| 6 or More | Add \$35/Line | Add \$40/Line |

Premium Categories Include:
**Circuit Breakers, Switchgear, Motor Controls,
Bus Duct & Transformers**

QRD Display Ad Rates

| Size | Semi-Annual | Annual |
|---------------|-------------|---------|
| 1/2 pg - spot | \$995 | \$1,750 |
| 1/2 pg - 4C | \$1,195 | \$2,000 |
| Full Page | \$1,695 | \$2,900 |

Specifications

- Size of Directory is 8" X 10"
- Paper stock is 50# Groundwood, inside publication for easy pullout
- Company Name: 22 characters maximum
- State of Business: 2 characters
- Main Product / Service: 36 characters
- Type of Equipment: Up to 3 characters categorized as: N = New U = Used R = Reconditioned
- Telephone Number: 10 characters
- Fax Number: 10 characters

| Electrical Contractors - Find These Listings On PowerSearch At www.ea-online.com | | | | | |
|---|-------|---|-------|--------------|--------------|
| COMPANY | STATE | PRODUCTS / SERVICES | PHONE | FAX | |
| INVESTMENT RECOVERY | | | | | |
| Romac Supply Company | CA | Buy & Sell Electrical Apparatus | N U R | 800-318-0804 | 323-722-9536 |
| Salt River Project | AZ | Sales Of Surplus Utility Equipment | N U R | 602-236-2908 | 602-236-2468 |
| LIFT EQUIPMENT | | | | | |
| Al Asher & Sons | CA | Aerial Lifts/Diggers/Mat Handlers | N U R | 800-896-2480 | 323-225-2253 |
| DEECO Inc | WI | Aerial Lifts/Buckets/Diggers/Mat Handlers | N U | 800-503-8326 | 262-547-8407 |
| F&M Mfg | OH | Sales & Rental Of Cranes-Air Chain Hoists-Tuggers & Winches | N U R | 800-333-2151 | 513-367-0363 |
| NESCO | IN | Aerial Platforms/Buckets/Mat Handlers | N U | 800-252-0043 | 260-824-6332 |
| Power Equip Leasing Co | IL | Sales/Rental/Lease/Aerial Buckets | N U R | 800-521-0246 | 815-886-1161 |
| ULLC | WI | Buckets/Diggers/Material Handlers | N U | 800-558-0999 | 262-544-8546 |
| LIGHTING | | | | | |
| Fleetek Inc | NY | All Brands-All Manufacturers-Worldwide | N | 866-435-3968 | 718-257-9303 |
| Goodman.com | NY | Buy Lighting Products Online! | N | 877-402-6100 | 347-402-6100 |
| Henderson Whal Lamps | NY | Incandescent, Fluorescent, HID & LED | N | 315-298-7072 | 315-218-8486 |
| Ideal Lighting Inc | LA | Any Bulb Made-We Stock It Or Find It! | N | 800-737-7475 | 504-737-2725 |
| MD Electric | IL | Fixtures/Bulbs/Ballasts/Explosion Proof! | N U R | 877-897-7144 | 877-897-7145 |
| ME Lighting & Elec Inc | FL | Buy & Sell New Fixtures-Lamps-Ballasts-Sockets-Etc | N | 800-325-1355 | 386-325-2224 |
| Northwest Lighting Sys | MI | Ballasts And Lamps/HID & Fluorescent | N | 800-234-1146 | 763-544-6543 |
| Tennison.com | NV | Buy/Sell-Ballasts-Fixtures-Lamps | N U | 866-566-4508 | 702-456-8761 |

Your Listings Are Available To Buyers
In The QRD Directory As Well As
PowerSearch At
www.ElectricalAdvertiser.com
You Will Receive PowerQuotes (RFQ's)
Through Your Email

2018 Electrical Expos

| | |
|---------------|--|
| Jan 15 | National Assn Of Electrical Distributors - Western Region Phoenix, AZ |
| Jan 29-31 | 2018 Electric Expo (ELI) New Orleans, LA |
| Feb 26 | National Assn Of Electrical Distributors - South Cent. Region San Diego, CA |
| Feb 26-Mar 1 | PowerTest 2018 - (NETA) Washington, DC |
| Mar 7 | Electrical Expo - Cleveland, OH |
| Mar 18-21 | 84th Investment Recovery Seminar & Trade Show Orlando, FL |
| April 13-15 | 21th Annual PEARL Conference Greenville, SC |
| April 18-19 | Upper Midwest Elect Expo Minneapolis, MN |
| May 19 | National Assn Of Electrical Distributors (NAED) Chicago, IL |
| May 6-10 | Lightfair International Trade Show & Conference Chicago, IL |
| June 3-6 | Electric Utility Fleet Managers Annual Conference (EUFMC) Williamsburg, VA |
| June 24-26 | 2018 EASA Convention & Expo Milwaukee, WI |
| June 27-29 | Southeastern Electric Exchange Annual Conference & Trade Show Orlando, FL |
| Sept 29-Oct 2 | NECA Convention & Trade Show Philadelphia, PA |
| TBD | Electric World Trade Show NJECA |
| Nov 5 | NAED Eastern Region Conference Marco Island, FL |