

# Electronic Media

Access anywhere 24/7

## Online

Electricaladvertiser.com 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 Electricaladvertiser.com 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.

### Link Membership Rates

#### Print Advertiser

\$1295/year

#### Online Only

\$1495/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:**

**info@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

Tammy Ybarra, Ad Sales Mgr: info@ElectricalAdvertiser.com

**Advertising & Press Releases:** jamese@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.

### 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

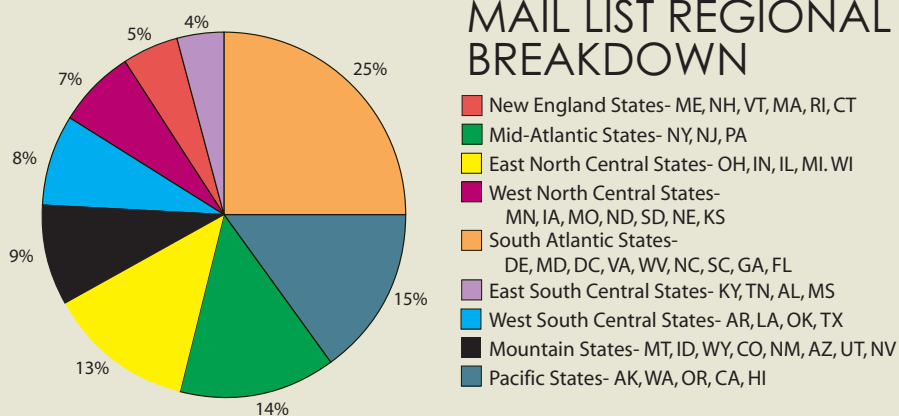
#### UTILITIES

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

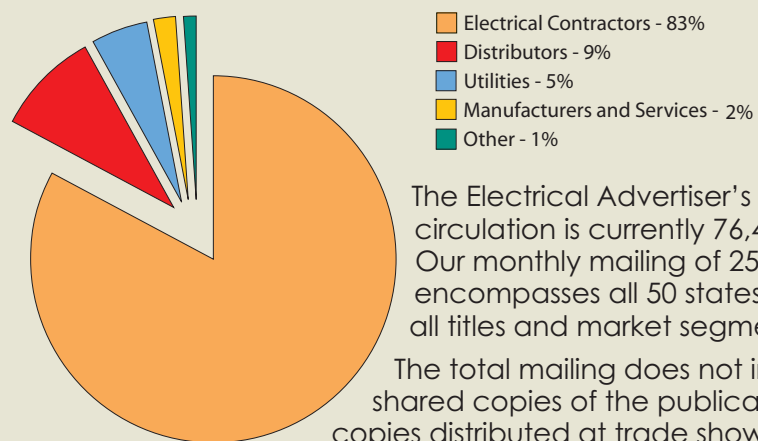
#### OTHER

Demolition, Facility Management, Auctions

### 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



## 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

## 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](http://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
Tradeshows 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.

## 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](http://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](http://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 <a href="http://www.ea-online.com">www.ea-online.com</a>					
COMPANY	ST	PRODUCTS / SERVICES	PHONE	FAX	
<b>INVESTMENT RECOVERY</b>					
Romac Supply Company	CA	Buy & Sell Electrical Apparatus	N U R	800-21-80MAC	323-722-9536
South River Project	AZ	Sales Of Surplus Utility Equipment	N U R	602-236-2908	602-236-2888
<b>LIFT EQUIPMENT</b>					
Al Asher & Sons	CA	Aerial Lifts/Diggers/Mat Handlers	N U R	800-896-2480	323-225-2253
DECO Inc	WI	Aerial Lifts/Buckets/Diggers/Mat Handlers	N U	800-503-8326	262-547-8407
F&M Mafco	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
UELC	WI	Buckets/Diggers/Material Handlers	N U	800-558-6999	262-544-8546
<b>LIGHTING</b>					
Flextek Inc	NY	All Brands-All Manufacturers-Worldwide	N	866-435-3988	718-257-9303
Goodmart.com	NY	Buy Lighting Products Online!	N	877-402-6100	347-402-6100
Hamdenon Wheel Lamps	NV	Incandescent, Fluorescent, HID & LED	N	315-296-7073	315-218-5486
Ideal Lighting Inc	LA	Any Bulb Made-We Stock It Or Find It!	N	800-733-7475	504-737-2725
MD Electric	NY	Fixtures/Bulbs/Ballasts-Explosion Proof!	N U	877-897-7144	878-897-7145
ME Lighting & Elec Inc	FL	Buy & Sell New Fixtures-Lamps-Ballasts-Socket-Etc	N	800-325-1355	386-325-2224
Northwest Lighting Sys	MI	Ballasts And Lamps/HID & Fluorescent	N	800-234-1146	763-544-6543
Tommyamps.com	NV	Buy/Sell Ballasts-Fixtures-Lamps	N	866-566-4508	702-456-8761

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

## Contractors & Dealers DO YOU HAVE PRODUCT TO SELL?

**(Breakers, MCC, Fuses, Transformers, Tools Etc.)**

**PowerSell Is Here Based On The Same Concept As Our Highly Successful PowerQuote Platform**

**PowerSell Allows You To Notify Potential Buyers Thru Periodic Emails Sent To Opt-In Buyers.**

**You Choose The Number Of Months And Which Items You Want To Sell All At A Reasonable Cost**

**For More Info Call 800-328-0328**