

Electrical Products & Solutions™

The Purchasing Guide for Electrical Contractors

www.epsmag.net



2010
mediaguide

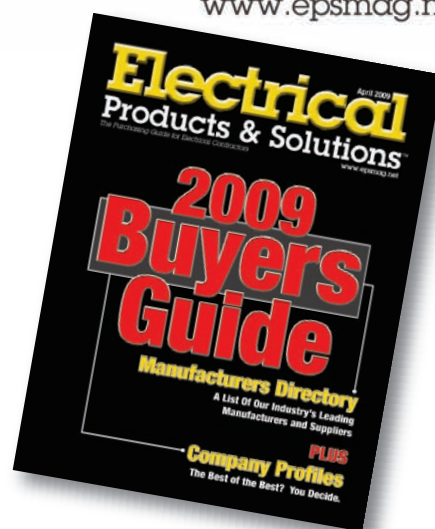
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► Mission

Electrical Products & Solutions™ mission is to provide today's latest products and business information to electrical contractors in order for them to operate their business safer and at the highest level of profitability. Each month *Electrical Products & Solutions™* will address critical issues pertaining to the contractor's business with relevant editorial.



► Readership Profile

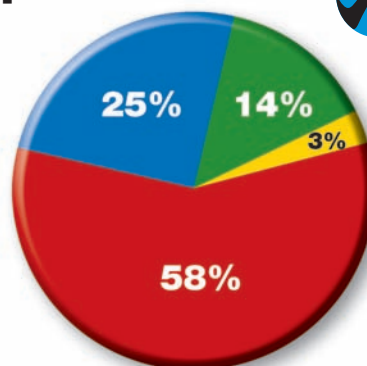
Electrical Products & Solutions™ is direct mailed to Owners, General Managers, Project Managers and Estimators at 30,000 qualified medium to large size electrical contracting firms in the United States.

***BPA Statements available upon request.**



Readership Breakdown

Owners	58%
General Managers	25%
Project Managers	14%
Estimators	3%



► Online Magazine

View the full copy of the current issue online at www.epsmag.net

► Additional Distribution

***Electrical Products & Solutions™* will be exhibiting at the following industry trade shows:**

► Electric West

► NECA Show

We will have a booth and distribute magazines at these trade shows. Call us about the special show promotions that we offer. 1-800-981-4541

2010 Editorial Calendar

Issue	Feature	Special Focus	Product Feature
January	Testing Equipment	Power Quality (Electric West Show Issue)	Software
February	Solar Power/ Training	Software (Electric West Show Issue)	Wire & Cable Accessories
March	Home & Building Automation	Backup Power	Testing Equipment
April	Annual Buyer's Guide	Lighting & Lighting Controls	Software
May	Testing Equipment	Firestop Solutions NFPA Show Issue	Solar Power Products
June	Power Quality	Tools & Testers	Wire & Cable Accessories
July	Wire & Cabling Solutions	Back-Up & Stand-By Power	Lighting & Lighting Controls
August	Reliable Power	Safety/Training (NECA Show Issue)	Solar Power Products
September	Testing Equipment	Lighting (NECA Show Issue)	Software
October	Wire & Cable Solutions	Power Quality	Tools & Testers
November	Lighting Solutions	Tools & Testers	Wire & Cable Accessories
December	Top Products of the Year	Solar Power	Tools & Testers

**Editorial is subject to change.*



Pricing

AD SIZE	1x	3x	6x	12x
Full Page	\$3500	\$3000	\$2700	\$2400
1/2 Island	\$2600	\$2300	\$2100	\$1900
1/2 Page	\$2400	\$2100	\$1900	\$1750
1/3 Page	\$1800	\$1600	\$1500	\$1400
1/4 Page	\$1350	\$1200	\$1100	\$1000
1/8 Page	\$900	\$650	\$600	\$550
2-Page Spread	\$6500	\$6000	\$5500	\$5000
Inside Front	\$3800	\$3300	N/A	N/A
Inside Back	\$3800	\$3300	N/A	N/A
Back Cover	\$4200	\$3800	N/A	N/A

**Call for pricing on Web site Banners & Buttons*

Specifications On Policies, Rates and Dates

TERMS:

All invoices are due upon receipt and are considered late after 30 days. A 1½% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within 30 days of invoice date. All unpaid invoices will be turned over to our collection agency after 105 days of invoice date.

SHORT-RATES:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

RATE INCREASES:

Rates are not subject to change for companies with an existing contract regardless of circulation increases or paper cost increases.

LIABILITY:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of *Electrical Products & Solutions*™ in whole or in part without prior written permission from the publisher is prohibited.

DISCOUNTS:

Frequency discounts apply to insertions that are placed in advance and must be completed according to the terms of the contract agreed upon by the advertiser and publisher.

INSERTS:

All inserts and special advertisement prices are available upon request.

DATES:

Call for deadlines on advertising closings, editorial deadlines and advertising material deadlines.

Mechanical Specifications

Magazine Trim Size: 8" x 10.5"

Full Page Live Area: 7.5" x 10"
1/2 Page Horizontal: 7" x 4.75"

Bleed: 8.25" x 10.75"
1/3 Page Vertical: 2.125" x 9.625"

2 Page Spread Bleed: 16.25" x 10.75"
1/3 Page Square: 4.5" x 4.75"

1/2 Page Vertical: 3.5" x 9.625"
1/4 Page Vertical: 3.5" x 4.75"

1/2 Page Island: 4.5" x 7.25"
1/8 Page Horizontal: 3.5" x 2.25"

Ad Material Specifications

- **Digital Ad Files** - PDF files with PDF/X1-a format option are preferred with images and fonts embedded. Native files can be sent in Quark Xpress, Adobe Illustrator, Photoshop or InDesign. Please supply all fonts, images and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- **File Formats NOT Accepted** - We do not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- **Ad Submission** - Material may be received on CD, DVD, e-mail or FTP site (Call for user name and password).
- **Color Proof** - ABD Communications, Inc. requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

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