

# Electrical

## Products & Solutions™

*The Purchasing Guide for Electrical Contractors*

[www.epsmag.net](http://www.epsmag.net)

**2025**

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**MEDIAGUIDE**

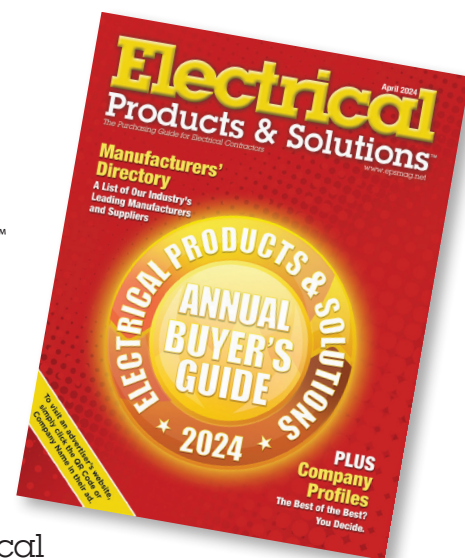
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**AED**  
Communications, Inc.

# Electrical Products & Solutions™

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## Mission

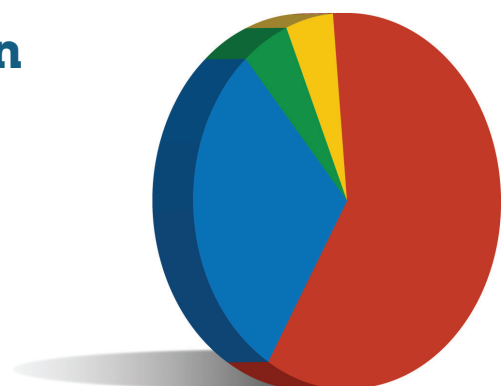
**Electrical Products & Solutions™** mission is to provide today's latest products and business information to electrical contractors in order for them to operate their business safer and at the highest level of profitability. Each month **Electrical Products & Solutions™** will address critical issues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

## Readership Profile

**Electrical Products & Solutions™** digital issue is emailed to Owners of qualified medium to large size electrical contracting firms in the United States.

### Readership Breakdown

■ Owners	60%
■ General Managers	30%
■ Project Managers	5%
■ Estimators	5%



## Online Magazine

View the full copy of the current and previous issues online at [www.epsmag.net](http://www.epsmag.net)

## Additional Distribution

**Electrical Products & Solutions™** will have magazines in publication bins at the following industry trade show:

### NECA Show

Call us about the special show promotions that we offer. 1-205-981-4541

## 2025 Editorial Calendar

Issue	Feature	Product Features
January	Power Quality	Lighting & Lighting Controls Wire & Cabling Solutions
February	Lighting Techniques	Reliable Power Hand Tools & Testers
March	Wire & Cabling Solutions	Testing Equipment Lighting Solutions
April	Annual Buyer's Guide	Hand Tools & Testers Wire & Cabling Solutions
May	Industrial & Commercial Lighting	Wire & Cable Power Quality
June	Backup Power	Lighting & Lighting Controls Hand Tools & Testers
July (NECA Show Issue)	Lighting Techniques	Reliable Power Hand Tools & Testers
August (NECA Show Issue)	Wire & Cabling Solutions	Testing Equipment & Lighting
September	Arc Flash & Fire Protection	Testing Equipment Safety Products
October	Lighting & Lighting Controls	Tools & Testers Backup Power
November	Testing Equipment	Industrial Lighting Reliable Power
December	Top Products of the Year	Lighting Techniques

## Pricing

Ad Size	1x	3x	6x	12x
Full Page	\$2000	\$1800	\$1600	\$1500
1/2 Island	\$1200	\$1100	\$1000	\$900
1/2 Page	\$1000	\$900	\$800	\$700
1/4 page	\$700	\$650	\$600	\$500
Inside Front	\$2500	NA	NA	NA
Inside Back	\$2500	NA	NA	NA
Back Cover	\$2800	NA	NA	NA

Website Ads	Price	Size
Banner	\$500/month	728 x 90 pixels
Premium Positions	(call for pricing)	
Button	\$350/month	300 x 250 pixels

## Specifications On Policies, Rates and Dates

### TERMS:

All invoices are due upon receipt and are considered late after 30 days. A 1-1/2% 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"

### Full Page Bleed:

8.25" x 10.75"

### 1/2 Page Island:

4.5" x 7.25"

### 1/2 Page Horizontal:

7" x 4.75"

### 1/4 Page Vertical:

3.5" x 4.75"

## 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 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 or converted to outlines in all graphics.
- **FILE FORMATS NOT ACCEPTED** - We do NOT accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- **ADVERTISEMENT SUBMISSION** - Print ready advertisement files should be sent via e-mail or file transfer service.
- **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 advertisement reproduction quality.

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Send Artwork and/or Color Proofs to:

2009 Eagle Ridge Drive

Birmingham, Alabama 35242

205.981.4541 ■ fax: 205.981.4544

www.epsmag.net ■ danny@epsmag.net

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P.O. Box 382885

Birmingham, Alabama 35238-2885