

Electrical

Products & Solutions™

The Purchasing Guide for Electrical Contractors

www.epsmag.net

2021

MEDIAGUIDE

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Mission

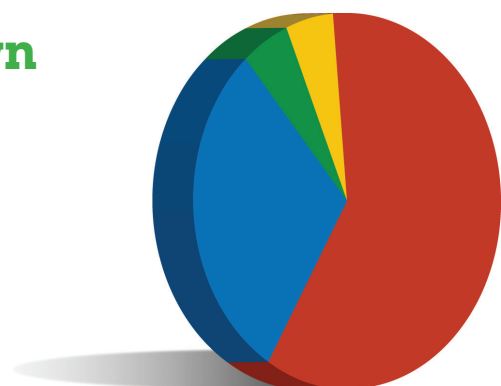
Electrical Products & Solutions™ mission is to provide today's latest products and business information to electrical contractors in order for them to operate their business safer and at the highest level of profitability. Each month *Electrical Products & Solutions*™ will address critical issues pertaining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

Readership Profile

Electrical Products & Solutions™ 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

Additional Distribution

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

NECA Show

We will have a booth and distribute magazines at this trade show. Call us about the special show promotions that we offer. 1-205-981-4541

2021 Editorial Calendar

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

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