



**ELECTRICAL  
CONTRACTOR  
MEDIA GROUP**

**2025**

# MEDIA KIT

Audience data, sponsorship opportunities, rates and specifications



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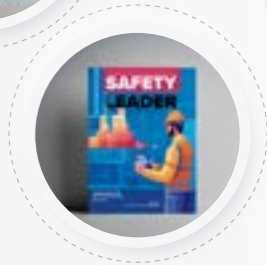
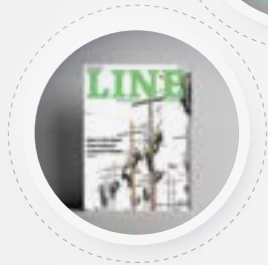
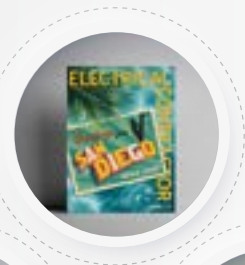
# THE BRAND FOR ELECTRICAL CONTRACTORS

**PARTNERSHIP WITH THE ELECTRICAL CONTRACTOR MEDIA GROUP** heightens awareness of your brand, from your customers' mailboxes to their smartphones. Connect with these buyers using the information sources they depend on. **ELECTRICAL CONTRACTOR** is the vital information source for the electrical contracting community. The magazine's content—showcasing industry trends, new products and vital on-the-job tips—informs our readers and influences their purchases.

## Print

### ELECTRICAL CONTRACTOR Magazine

NECA's flagship, monthly publication is free to any qualified electrical contractor or apprentice and covers the latest industry trends and new products.



### Line Contractor

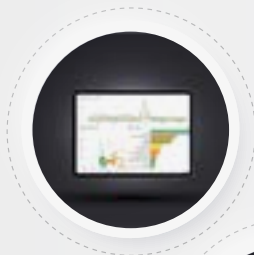
This quarterly publication covers the outside electrical industry and those working in transmission, distribution and more.

### Safety Leader

Safety is vital. This quarterly publication, a supplement to **ELECTRICAL CONTRACTOR**, tackles safety from all angles.

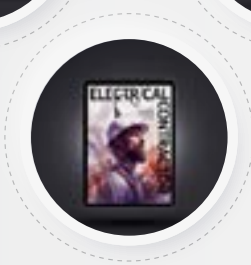
### Market Research

Study what your customers are doing and learn what they want you to know.



### Social Media

Our readers follow us on social media to connect with the industry.

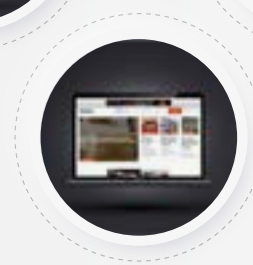


### Magazine App/ Digital Edition

Our readers check out the magazine on Apple and Android devices and browse entire issues of **ELECTRICAL CONTRACTOR** using our digital replica edition.

### E-blasts

Send out your marketing messages to our readers.

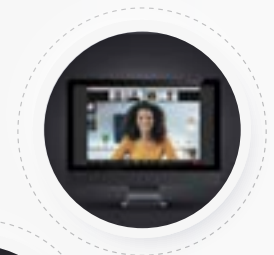


### ECmag.com

The official website of **ELECTRICAL CONTRACTOR**. ECmag.com contains web-exclusive content, news, sponsored posts, videos and your ads.

### Webinars

Put on a show for your customers and collect leads.



### E-newsletters

Our newsletters go out weekly with magazine features, columns, news and product info delivered to readers' email inboxes. Be sure to sign up for our new quarterly apprentice edition newsletter on ECmag.com.

## Digital

# AUDIENCE AND ENGAGEMENT

## ELECTRICAL CONTRACTOR Magazine

**82,278 x 12**



AAM-audited subscribers monthly\*

**1.4x** Pass-along readership

## Safety Leader

**82,278 x 4** Audience members

## Line Contractor

**17,000 x 4** Audience members

## ECmag.com

**10.8 million** events annually

**88,098** monthly audited page views

**63,646** users per month



## E-newsletters

**70,000+** inboxes weekly



**99.5%** delivery rate

**25.97%** open rate

**2.54%** click-through rate

## App/Digital Edition

**24,000** total views per month

**288,000** per year

**1,700** users

## Social Media

X, Facebook, Instagram, LinkedIn

**410,507+** Monthly impressions

**122,011** audience

**11.7 million** audience engagements annually



*\*Based on the June 2024 Alliance for Audited Media audit cycle. We use AAM to verify our audience data annually, ensuring that our magazine copies are being requested by and delivered to real people. Therefore, our controlled circulation is vigorously checked, is transparent and can be trusted by our advertising partners. See page 14 for more information on Baxter Research Center.*

# MAGAZINE READER PERSONA

# 82,278

AAM-Audited Subscribers

Our readers are primarily management-level decision-makers; they specify and select products and complete electrical designs. **ELECTRICAL CONTRACTOR** is their go-to source of product information.



**60K**  
locations



**1.4**  
readers per copy



**90%**  
We reach 90% of industry dollar volume



**\$240B**  
Size of market



**94%**  
EC/low-voltage contractor business

## Reader Demographics

**58.6** average age

**33.2** average years in the industry

**95%** Male **5%** Female

**85%** Management-level

**72%** Company owners/managers

**12%** Electricians

**100%** NECA-member firms get this industry magazine automatically

## Types of Construction Performed

**81%** Commercial

**75%** Maintenance/service/repair

**71%** Sustainability

**69%** Design-build

**62%** Residential

**50%** Industrial

**43%** Institutional

## Types of Business Performed & Building Components Installed

**94%** Traditional power/lighting

**90%** Lighting

**83%** Wire and cable

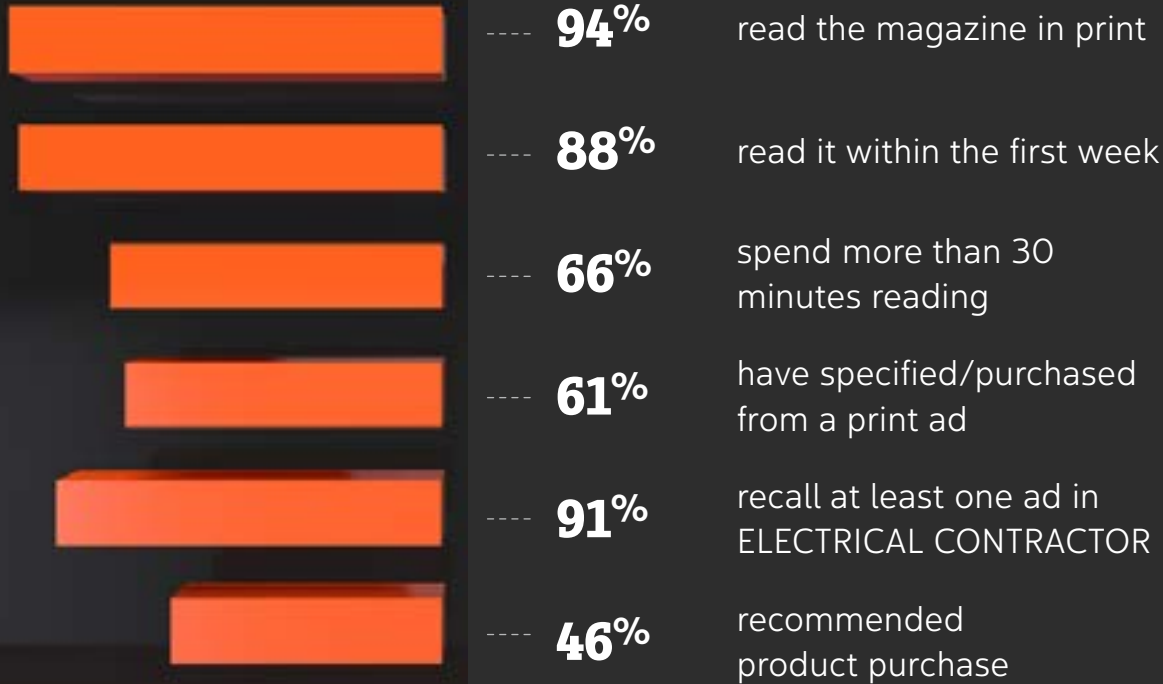
**77%** Automation/control sys./HVAC

**71%** Power quality systems

**55%** Voice-data/fiber optics/premises wiring

**52%** Fire/life safety/security

# OUR INFLUENCE



**ELECTRICAL CONTRACTOR** readers keep their magazine issues to show their colleagues and go back to revisit content.



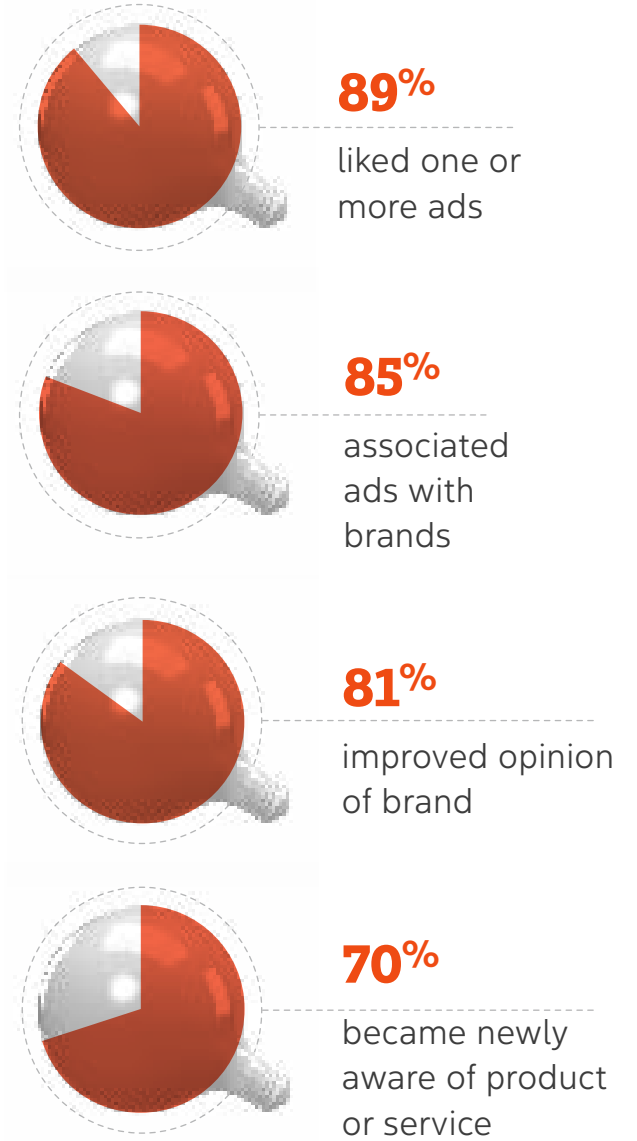
subscribers show advertising in **ELECTRICAL CONTRACTOR** to co-workers, clients or customers



subscribers read **ELECTRICAL CONTRACTOR** issues more than once

## AD INFLUENCE

After seeing an ad in **ELECTRICAL CONTRACTOR**, readers reported the following:



## Contributing Influencers



Mark C. Ode  
NEC



Chuck Ross  
Alternative Energy



Jim Phillips  
Arc Flash Safety



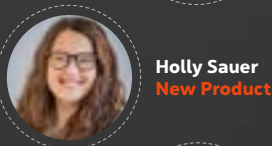
Michael Johnston  
NEC



Deborah L. O'Mara  
Integrated Systems



Tom O'Connor  
Safety



Holly Sauer  
New Products



Craig Dilouie  
Lighting

### JANUARY

#### Construction Outlook

##### Features:

- 2025 Construction Outlook: Economic predictions from around the industry
- Showstoppers 2024: Winning products from NECA San Diego, October 2024
- MEP Contractors and GCs: The Cost of Inexperience
- Digital Electricity/Class 4 Wiring

**Project:** Critical Materials Mining, Minnesota.

**Cool Tools:** Work Clothing

**Bonus Distribution:** BICSI Winter, Jan. 2025

### FEBRUARY

#### Renovation/Retrofit

##### Features:

- The Pods Have Arrived: Office Outlook
- Home Backup Battery Systems
- Hotel Renovations for Sustainability
- All-Electric Homes Gain Ground
- Generators Fuel New Business

**Project:** CPKC Soccer Stadium, Kansas City

**Cool Tools:** Conduit Bending Tools You Didn't Know You Needed

**Featured Products:** Hand Tools

**Baxter Readership Studied Issue**



### MARCH

#### Cabling/Building Controls

##### Features:

- Preservation and PoE
- Future-Proofing Conduit and Cable
- How Smart Cabling Can Be Dangerously Dumb
- Charging Options: USB Outlets
- Why Add Wires? Automation Systems Are Hardwired

**Project:** TSX Broadway Tower, New York City

**Cool Tools:** Evolution of Wire Connectors

**Featured Products:** Wire and Cable Management



### APRIL

#### Smart Building

##### Features:

- The Future of Sports/Entertainment Venues
- Modular Lighting For Museums
- What's New in Smart Lighting
- High-Tech Installations for Mid-Level Properties
- Lighting With (Circadian) Rhythms

**Project:** Lafayette Public Safety Building, Police Station, & Parking Garage, Huston Electric, Kokomo, Ind.

**Cool Tools:** Multi-Use Tools

**Featured Products:** Home Automation/ Lighting Controls

### MAY

#### Safety

##### Features:

- Eye on the Driver: Employees' Comfort With Fleet Vehicle Dash Cams
- Water Purification and Public Health Concerns
- High-Tech Wearables and PPE
- Preventing Top OSHA Violations

**Project:** Solid Waste Services Central Transfer Station, Anchorage, Alaska

**Cool Tools:** Hard Hats and Safety Glasses

**Featured Products:** PPE

**Bonus Distribution:** NECA Safety Professionals Conference, May 2025



### JUNE

#### Tools and Technology

##### Features:

- Infrastructure Upgrades Update
- Progression of Construction Tech
- Protection From Tool Theft
- Packing Tools Like Prefab Parts
- Tool Trends
- Using Drones for Monitoring Hazardous Zones

**Project:** American Legion Bridge Replacement, Maryland.

**Cool Tools:** Guide to Electricians' Everyday Tools

**Featured Products:** Tools and Accessories



## Published in Every Issue:

- National Electrical Code columns
- OSHA standards and safety
- New products
- Integrated Systems special section
- Lighting/lighting controls
- Estimating
- Service/maintenance
- Business and financial columns
- Cabling and fiber optics
- Industry news briefs
- Fire/life safety systems
- Power quality
- Projects by electrical contractors
- Residential
- Security
- Arc flash safety
- Alternative energy
- Legal
- Safety quiz
- Code quiz
- Cabling quiz
- Life Safety quiz
- Technology
- Utility business

### JULY

#### Business Development

##### Features

- How to Become a Design/Build Contractor
- Midyear Construction Outlook
- The Value of Bread & Butter Work
- Early EC Involvement: Benefits & Barriers
- Setting up for Success With SOPs
- Building Your Pipeline of Leads

**Project:** MGM Music Hall, Fenway Park, Boston

**Cool Tools:** Knives

**Featured Products:** Lamps/Ballasts/Drivers

**Baxter Readership Studied Issue**

### OCTOBER

#### Emerging Technologies

##### Features

- How a Technologist Helps Your Company
- Renewables' Cutting Edge
- Resilient Construction: Severe Weather
- Smart Factories and A.I.
- Electrified Thermal Solutions for Industrial Work

**Project:** Amber Wave Wheat Protein Facility, Wichita, Kansas

**Cool Tools:** Evolution of Wire Stripping Tools

**Featured Products:** Software

### AUGUST

#### NECA 2025 Chicago

##### Features

- Technology Use & Accountability: Electrical Contractor Roundtable
- Impact of Future Infrastructure Growth
- Critical Deferred Maintenance Projects
- Employing an Archaeologist on the Job
- Improving Customer Experience

**Project:** Electrical Projects around Chicago

**Cool Tools:** Storage/Tool Boxes

**Featured Products:** Work Site Accessories

**Bonus Distribution:**

**NECA Convention and Trade Show, Chicago**

**SAFETY LEADER**

### SEPTEMBER

#### Service/Maintenance & Integration

##### Features

- Product vs. Project Management
- The Impact of Megaprojects on Labor
- Smart Technology for Maintenance
- Scaling EV Chargers With DC Chargers
- Who Is Training BIM Operators?
- The Data Center Boom

**Project:** AT&T Headquarters, Detroit

**Cool Tools:** Saw Blade Types and Usage

**Featured Products:** Testers and Meters

**Baxter Readership Studied Issue**

**LINE CONTRACTOR**

### NOVEMBER

#### Workforce Development

##### Features

- Age Demographics Lead to Different Levels of Success
- Addressing the Changing Workforce
- Field-Level Leadership: Trial by Fire
- Veterans' Voices: Contractor Roundtable

**Project:** Young Electric Solar Canopy, San Francisco

**Cool Tools:** Guide to Cordless Tool Batteries

**Featured Products:** Boxes, Switches and Receptacles

**SAFETY LEADER**

### DECEMBER

#### Lighting Special Report

##### Features:

- Responsible Light: Following Manufacturers' Suggestions
- Agricultural Lighting
- Alternatively Sourced Lighting
- Lighting Industry Roundtable

**Project:** Rexburg Traffic Signal Improvements, Idaho

**Cool Tools:** Portable Metal Cutting Tools

**Featured Products:** Lighting Fixtures

**Baxter Readership Studied Issue**

**LINE CONTRACTOR**



# 2025 MONTHLY EDITORIAL CALENDAR **Safety Leader/Line Contractor**

**For Supplement Rates:** [Contact your media group consultant](#) to learn more about Safety Leader and Line Contractor sponsorships.



## Safety Leader

A quarterly special supplement, launched in 2020, connects 80,000+ safety-concerned electrical contractors with knowledge and products to help them work more safely on the job.

## Line Contractor

Launched in 2021 to 16,000 subscribers, this supplement covers the outside line construction market from the electrical contractor's perspective.



### In Every Issue

- From the Field interview
- Management
- Best practices
- Training
- NFPA 70E
- Quiz
- Toolbox talk
- New products

### FEBRUARY

- OSHA 2025 Outlook
- Performing Risk Assessments at an Already-Energized Installation
- Protecting Workers' Mental Health

### MAY

- Heat Stress Safety Sources
- OSHA's Leading/Lagging Indicator Project
- Profile of National Safety Professionals Institute Graduates

### AUGUST

- Creating a Healthy Job-Site Culture
- PPE: Using the Least-Effective Method of Risk Control Safely
- How to Apply the *NEC* to the Installation Phase

### NOVEMBER

- The Workforce Technical Skills Gap
- Preparing Apprentices for the Physical Rigor of Electrical Work
- Educating Customers About Maintenance

### MARCH

- Infrastructure Work in Marginalized Areas
- Power Line Undergrounding: Mitigating Wildfire Damage
- Supply Chain Management for Utilities

### JUNE

- Mission-Critical Limited Energy and Broadband Applications
- An A.I.-Powered Electric Grid
- Addressing Aging Infrastructure

### SEPTEMBER

- Growing Transmission Capacity
- Addressing Cybersecurity Threats to the Grid
- Strategies for Dealing with Extreme Weather

### DECEMBER

- Preventing Accidents Caused by Wind
- Underwater Power Grid and Offshore Wind
- Time Frame for Building a New Transmission Line

### In Every Issue

- Project profiles
- Behind-the-scenes interview
- Compliance
- The Basics
- Training
- Utility report
- New products
- Safety briefing
- Tailboard

# 2025 PRINT PARTNERSHIPS—Rates & Sizes

Influence key decision-makers within the **\$240 billion** electrical contracting industry by advertising in **ELECTRICAL CONTRACTOR**. Connect with readers who have buying power and maximize your marketing dollars with our discounts and packages for multiple insertions. Bonuses apply for any new advertisers!

## Deadlines

- Written insertion orders are due on the 5th of the month preceding publication, e.g., March 5 for the April issue.
- Materials are due on the 10th of the month preceding publication.

Send all materials to [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org). Materials must be in unzipped format as electronic high-res and print ready PDFs that meet printer's specs.

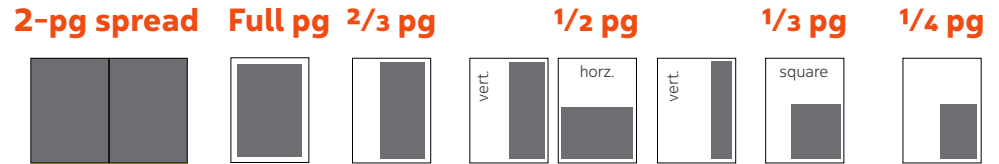
## Trim Sizes

	size in inches	
	Width	Depth
Full page	7"	10"
Full page w/bleed	8.25"	11.125"
2-Page spread w/bleed	16.25"	11.125"
2/3 Page	4.5"	10"
2/3 Page w/bleed	5"	11.125"
1/2 Page horizontal	7"	4.875"
1/2 Page vertical	3.3125"	10"
1/3 Page vertical	2.125"	10"
1/3 Page square	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/8 Page/marketplace*	3.5"	2.3"

## Production Specs

**Magazine Trim Size:** 8" × 10.875"  
**Bleed:** Allow 0.125" on all sides.  
**Size with Bleed:** 8.25" × 11.125"  
**Live Area:** 7.5" × 10.375"  
**Printing:** Web-offset printing

**Binding:** Perfect bound  
 \* For Marketplace, you can also send 50 words of copy and a high-res image.



## Front of Book Rates

FREQ.	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
MAX	\$10,330	\$8,340	\$6,830	\$5,620	\$5,210
24x	\$10,480	\$8,520	\$6,960	\$5,710	\$5,300
21x	\$10,720	\$8,720	\$7,080	\$5,800	\$5,400
18x	\$11,190	\$8,950	\$7,230	\$6,020	\$5,600
15x	\$11,330	\$9,080	\$7,400	\$6,070	\$5,630
12x	\$11,520	\$9,330	\$7,610	\$6,180	\$5,690
9x	\$11,780	\$9,540	\$7,740	\$6,270	\$5,800
6x	\$11,990	\$9,660	\$7,850	\$6,370	\$5,890
3x	\$12,680	\$10,280	\$8,160	\$6,700	\$6,200
1x	\$13,240	\$10,710	\$8,630	\$6,960	\$6,450

## Back of Book Rates

FREQ.	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
MAX	\$7,140	\$6,020	\$5,300	\$4,200	\$3,890
18x	\$7,360	\$6,070	\$5,460	\$4,290	\$4,020
12x	\$7,820	\$6,400	\$5,740	\$4,490	\$4,190
9x	\$8,090	\$6,610	\$5,900	\$4,590	\$4,290
6x	\$8,260	\$6,750	\$6,010	\$4,690	\$4,310
3x	\$8,620	\$6,990	\$6,270	\$4,870	\$4,520
1x	\$8,960	\$7,280	\$6,610	\$5,020	\$4,570

# 2025 PRINT PARTNERSHIPS—Extend Your Reach

## Special Options

Fortune favors the bold! Get creative with premium ad placements, and wow your audience with impressive options featuring gatefolds, fold-outs, posters, sticky notes and more. Budget-conscious bundles enable smaller companies to show off their wares to our engaged audience.

### Covers and Premium Positions

Help your customers find your ad in the same position every month by selecting a premium spot next to related editorial or on one of the three cover slots. All covers and paid front-of-book positions are sold on a contracted, full-page, every issue basis.

*Canceled contracts are subject to a \$1,500 unfulfilled contract insertion short rate in addition to any normal short rate for space. Publisher will try to accommodate back-of-book paid specific position requests when possible, space permitting. However, no specific promise can be made without a firm front-of-book commitment.*

### Supplied Inserts

Frequency: Each supplied insert is considered as one insertion (regardless of number of pages in insert) for regular rate frequency discounts. A single page printed on both sides is counted as two pages. Rates include space and production costs.

#### Supplied Insert Rates

2-4 pages	\$6,600 per page/net
6-8 pages	\$6,200 per page/net
8+ pages	Consult publisher

#### Marketplace Rates

1-3x per year	\$1,800 each
4-6x per year	\$1,600 each
7x or more per year	\$1,500 each

### Marketplace

Our product showcase presents up to eight ad units per page in a special section of the magazine every month. Marketplace ad units are priced net (based on a 12-month contract period). **ELECTRICAL CONTRACTOR** reserves the right to edit advertiser copy.

### Magazine App/Digital Edition

Our **ELECTRICAL CONTRACTOR** mobile app enables readers to see every page, including advertising, digitally on a tablet, smartphone or web browser. Consider the digital edition as value-added bonus readership for any print advertising purchase.

### Print & Web Bundles

Use these print and web advertising packages to reach our 80,000+ print subscribers while also engaging with our loyal online following. All bundles come with a listing in the advertiser index and ad readership studied by Baxter Research (in applicable issues).

	In print	On the web	Cost
<b>1/4 Page</b>	1/4 page, 4-color ad	30-day, rotating siderail* ad on ECmag.com for 10,000 impressions (for each 1/4-page ad)	\$3,500 net each (6x frequency) \$3,000 net each (12x)
<b>1/3 Page</b>	1/3 page, 4-color ad	Siderail ad* on web and mobile sites, 15,000 impressions	\$5,000 net each
<b>1/2 Page</b>	1/2 page, 4-color ad	Siderail ad* on web and mobile sites, 20,000 impressions	\$6,500 net each

\* What are siderail ads? See ECmag.com Rates and Positions on page 11 in this media kit.

**Full-page print & web bundles are also available. Contact your media group consultant for more information.**

# 2025 NECA SHOW SPONSORSHIP OPPORTUNITIES

## Official NECA 2025 Chicago Show Guide

This booklet is full of need-to-know info, including the trade show exhibitors and schedule-at-a-glance.

- Premier advertising opportunity for promoting your presence at the convention and trade show.
- Reach hundreds of contractors responsible for more than 40% of the total industry dollar volume.
- Standalone copies will be available in bins at the NECA Show.



## ELECTRICAL CONTRACTOR'S NECA 2025 Chicago Special Issue

Reach important decision-makers in the largest print edition of the year. Buy an advertisement in **ELECTRICAL CONTRACTOR'S** August 2025 issue, get a second advertisement 50% off, plus a discounted ad in the Show Guide or Map. (Second ad must appear in the Sept., Oct., Nov. or Dec. 2025 issue.)



- Delivered to 80,000+ subscribers by mail
- Will also be available to thousands of attendees at NECA 2025 Chicago
- Build brand recognition by reaching management-level decision makers at key electrical contracting firms

## Official NECA 2025 Chicago Map

Promote your trade show features and direct attendees to your booth at the NECA Trade Show.

- Premier Partners, Ambassadors and Affiliates get special recognition on the map.
- Standalone copies will be available in bins throughout NECA 2025 Chicago.



## Official NECA 2025 Chicago Newsletter

The official NECA 2025 Chicago newsletters educate and inform, generate excitement and give advertisers a chance to direct readers to specific events, products and developments.

- 5 e-newsletters: Sept. 10 (NECA 2025 Chicago Preview), Sept. 13-15 (daily recaps) and Sept. 16 (NECA 2025 Chicago Wrap-up)
- Emailed to 70,000 subscribers and all NECA 2025 Chicago attendees
- Special discount: Buy three ads and get one free! Does not include product listings.



**NECA exhibitors have other promotional options, including the magazine-sponsored Showstopper Awards.**

**Contact Katie Carey at [katherine.carey@necanet.org](mailto:katherine.carey@necanet.org)**

**[Ask your media group consultant for more information on these NECA Show advertising options.](#)**

# 2025 WEBSITE SPONSORSHIPS

ECmag.com features interactive media that brings **ELECTRICAL CONTRACTOR** to life for our readers. From engaging videos to industry news and web exclusives, more than 86,000 individual contractors find it all here monthly.

Advertisements seamlessly display run-of-site and on every device and platform. All prices are net (no agency commission). Print advertisers in **ELECTRICAL CONTRACTOR** or the supplements earn a discount on website advertising:

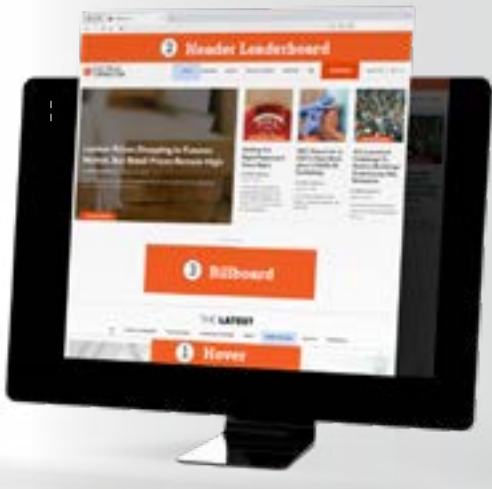
**12+** insertions = **20%** discount

**6+** insertions = **10%** discount

**3+** insertions = **5%** discount

Run-of-site excludes ancillary pages (about us, contact, etc.).

**Visit our website advertising supplement for more detailed specs and options such as impression-based targets and geotagging.**



## Rates and Positions

	Channel	Run-of-site monthly net (per rotation)	Image Sizes (pixels)
1	Hover (Displays bottom of window)	\$4,200	970×90, 970×480, 728×90, 768×384, 320×50, 300×250
2	Header Leaderboard	\$3,800	970×90, 728×90, 320×50
3	Billboard	\$3,500	970×250, 625×80, 300×250
4	Interstitial	\$4,000	Customizable
5	Half Page	\$3,400	300×600
6	Siderail	\$2,700	300×250
7	Video	\$800 (featured) \$500 (library)	2 thumbnails: 1,280×720 and 250×250

## Sponsored Content

Your written content and graphics shared with our large online audience, hosted and labeled on ECmag.com. Available exclusively online. Priced at \$4/word.

## Videos

ECmag.com's video library highlights market trends, new products and services, archived webinars and industry news.

## Formatting

All ads are IAB standard sizes and are served through Google Ad Manager. Ads may be served by third party at advertiser's responsibility. In this instance, **ELECTRICAL CONTRACTOR** cannot always provide performance data and cannot guarantee integrity of the ad's impressions and clickthroughs.

**Accepted image formats:** .jpg, .gif, animated .gif

**Rich media options available:** HTML (recommended), JavaScript, iFrame; Third-Party Rich Media accepted.

Send all files to [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org). Do not email files in .zip format.

# 2025 E-NEWSLETTER SPONSORSHIPS

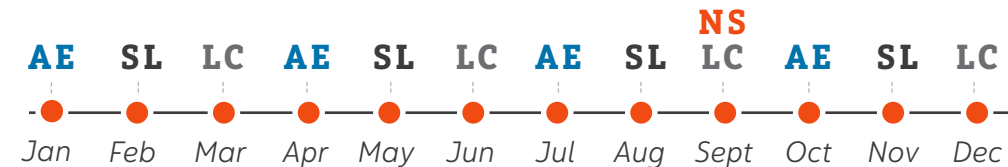
Reach contractors where they do business: their inboxes. Our e-newsletters are sent to 70,000 industry professionals who count on **ELECTRICAL CONTRACTOR** to bring them of-the-moment news and compelling editorials. These decision-makers look to us to guide their awareness of new products.

## EC Weekly E-Newsletters

- WEEK 1** ● Codes and Standards focus
- WEEK 2** ● Integrated systems and low-voltage content including fire, life safety, security and communications systems
- WEEK 3** ● The monthly magazine issue
- WEEK 4** ● New products
- WEEK 5** ● General news and industry information (when applicable)



## Special Edition E-Newsletters



- --- **Monthly Digital Edition** (when the digital edition launches)
- SL** --- **Safety Leader**
- LC** --- **Line Contractor**
- NS** --- **NECA Show** (Preview edition, three show dailies & wrapup edition)
- AE** --- **Apprentice Edition**

**99%**

**Delivery rate**

**26%**

**Open the email**

**2.5%**

**Click-through**

## Rates and Positions

	Position	Image Size (pixels)	Rate
1	Top Leaderboard	650x80 image	\$2,200 net
2	Top Banner	650x80 image	\$2,100 net
3	Middle Banner	650x80 image	\$2,000 net
4	Lower Banner	650x80 image	\$1,800 net
5	Image and Text	Advertiser supplies a headline, up to 25 words of text and an image sized 300x300 that is at least 150 dpi. Text ads run between magazine content.	\$1,800 net each
6	Single-sponsor edition buyout	All 7 ads (cost for fewer ads available upon request)	\$7,700

## Formatting

All images must be formatted as a .jpg, .gif or animated .gif. Some popular email clients may not display animated .gifs. In that case, only the first frame of an animated .gif will display. Files should be smaller than 33 kb but ideally should be about 10 kb. .Jpgs should be set to "low" quality since they are viewed on-screen.

Materials are due to [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org) a week prior to the newsletter launch. Do not send in a .zip format.

**Contact your media group consultant for bundled rates.**

# REACH MORE ECs AND GENERATE LEADS

## Targeted/First-Party Data Options

### Targeted List Rental

Ask your marketing rep for a list of category breakouts.

- Minimum list order is 5,000 names at \$170 per thousand names.
- Selection charges of \$20/M could apply.

Contact Brian Clotworthy at The Information Refinery at [Brian@inforefinery.com](mailto:Brian@inforefinery.com) or 1.800.529.9020 ext. 5001

### First-Party Data Targeted e-Blasts

Deliver sponsored marketing messages directly to 32,000+ subscribers' email inboxes. Responses are directly linked to your website for prompt action, such as lead collection.

**98.5%** Delivery rate  
**30.2%** Open the email  
**1.2%** Click-throughs

Message should be formatted in HTML. Staff can assist. Make your selections at [surveymonkey.com/r/ECMAG\\_eblast](https://surveymonkey.com/r/ECMAG_eblast).

### E-Blast Placement and Rates

Placement	Rate
1x per year	49 cents per name
3x per year	45 cents per name
6x per year	43 cents per name
More than 6x per year	Consult publisher
Nonadvertisers	55 cents per name

## Lead Generation

### Webinars

Your program—our audience. Want to reach customers all over the country for training while generating leads? We'll bring our audience of engaged electrical contracting professionals to you.

Your industry leaders and topic experts spark the discussion, and you receive a full menu of pre- and post-event promotion, access to registration lists, a prominent placement on our website, and recognition that the show is being put on by you.

Prepare a topic and provide speakers from your company, and we'll take it from there, broadcasting your educational content to our audience.

### White Papers

Selected "White Papers/Case Studies," unavailable in our print versions, can be hosted on our site with a lead-generation form. Topics must be of general industry interest and informational value. While corporate or product mentions within the paper are certainly acceptable, overt "advertorials" are not. Final content is subject to publisher review.

#### RATES

**\$250** net  
(no leads)

**\$750** net  
(with leads)

## Audience Extension

### Digital Edition

Every ad in the print edition also appears in the digital version of the magazines. Check out previous issues at [ECmagdigital.com](http://ECmagdigital.com).

### Social Media

Extend your marketing messages and engage with our audience through sponsored posts.

# MARKET AND READERSHIP RESEARCH



## Subscriber Research Panel Studies

Want to know what our readers think? Use our Subscriber Research Panel to conduct proprietary online custom studies, proof-of-concept product testing, marketing message testing, focus groups and polls. Since 2016, our panel of **ELECTRICAL CONTRACTOR** subscribers has grown to more than 1,400 contractors available to respond to your research queries.

[Contact publisher Andrea Klee for more information.](#)



## The Profile of the Electrical Contractor Research Study

Every two years, the magazine's benchmark research study—the Profile of the Electrical Contractor—takes the temperature of the electrical construction industry. The Profile provides insights about the individuals we serve and the work electrical contractors do, which helps shape our content and helps our readers and advertisers better understand the changing roles of ECs.



## Baxter Research Center Readership Studies

In February, July, September and December, paid print advertisers can participate in the Baxter Research Corp. study free of charge. Baxter's detailed report measures the effectiveness of your ad (excluding value-added content) in that issue among readers and against competitors. We have a competitive reader preference study challenge.



# ADVERTISING STANDARD TERMS AND CONDITIONS

The advertising client and its advertising agency or media buying service (“Agency”), and/or other client representative (collectively, “Advertiser”) and the National Electrical Contractors Association, through its magazine, Electrical Contractor, its subsidiaries and affiliates (collectively, “ECMAG”) hereby agree that the insertion order, agreement, or other contract by which ECMAG creates, displays and/or broadcasts advertising content or material for Advertiser (the “Advertisement”) is expressly subject to the following Terms and Conditions except to the extent that Advertiser and ECMAG otherwise agree in writing.

- 1. Nondiscrimination.** ECMAG does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity, sexual orientation or any other prohibited basis. Advertiser hereto affirms that nothing in its advertisements is intended to discriminate in this manner.
- 2. Invoices and Payment.** Payment by Advertiser is due within 30 days after Advertiser’s receipt of invoice. If any amount is not paid when due, such amount shall bear interest at the maximum amount permitted by law. Advertiser agrees to pay all collection agency fees and expenses, and other cost of collection including reasonable attorneys’ fees and court costs, as well any taxes that are imposed on Advertiser’s advertisements under these terms and conditions. If Advertiser is using an Agency in connection with any advertising, ECMAG allows advertising agencies a commission of 15% on gross billing for space, color and position charges. Agency discount cannot be used in conjunction with any other discount or promotion, such as premier partner, ambassador or affiliate discounts. Supplied inserts are priced net. Agency commission is not allowed on mechanical charges such as special binding, tipping, special printer charges or handling. ECMAG reserves the right to notify the Advertiser if its agency is 90 days or more delinquent and will hold Advertiser responsible for any promised agency payments. NECA show exhibitors may be denied booth setup privileges unless accounts 90 days or more delinquent are settled.
- 3. Rate Protection.** All 2025 print advertising contracts received at ECMAG by Dec. 31, 2024, will be rate-protected at prevailing 2024 publishing rates for all insertions covered under current agreement. Unfulfilled contracts will be short-rated to earned frequency.
- 4. Advertising Materials Specifications and Deadlines.** Advertiser provides all materials as electronic high-res, print-ready PDFs at its expense that meet printer’s specs in unzipped format to [ecmagbusiness@necanet](mailto:ecmagbusiness@necanet).
- 5. File Specs.** See trim size chart attached and incorporated by reference as Exhibit A. Files should be built according to final trim size with bleeds on all four sides extending 0.125 inch beyond trim. All live matter or type should be at least 0.25 inch inside the final trims. Files must be ready for high-resolution output, at least 300 dpi, with no low-resolution images. PDFs should be PDF/X-1a or higher. All fonts used to produce the PDF must be 100% embedded in the PDF. Please convert all colors to CMYK process before creating PDFs. Our system will convert RGB to CMYK, but the result might be different than expected. Our email client does not accept .zip formats, so please do not zip your files to compress them. Please send files to [ecmagbusiness@necanet](mailto:ecmagbusiness@necanet).
- 6. Ownership and Rights.** ECMAG owns all right, title and interest (including, without limitation, copyright rights) in and to all advertising material and other content that is furnished and/or produced by ECMAG hereunder. Advertiser will not reproduce, use, or authorize any reproduction or use of any such material without ECMAG’s prior written consent. ECMAG owns all right, title and interest in and to any user or usage data or information collected via or related to any of the Advertisements or ECMAG’s content. Advertiser has no rights to any such information by virtue of these terms and conditions. In providing content to ECMAG, Advertiser irrevocably grants ECMAG a nonexclusive, royalty-free license to use, distribute, and sublicense such content on any publication or media owned by ECMAG, as selected by Advertiser. Advertiser represents and warrants that it controls all necessary reproduction, performance and/or synchronization rights to the content furnished by Advertiser to ECMAG and ECMAG’s use of the content does not violate any third party’s rights.
- 7. Termination and Disputes.** ECMAG may terminate the relationship with Advertiser at any time upon notice to Advertiser if Advertiser breaches any provision of these terms and conditions or for convenience. Any such termination will not release the Advertiser from its obligation to pay amounts owed hereunder, which amounts will become immediately due. Any dispute by Advertiser with any service or invoice provided by ECMAG shall be reported to ECMAG in writing within 30 days from the date of invoice relating to the same, time being of the essence (but any such dispute shall not affect Advertiser’s obligation to make payment within 30 days). Failure to report any such dispute within such time shall constitute a waiver of any claim by Advertiser with respect to such dispute. A waiver by ECMAG of any term, condition or agreements to be performed by Advertiser or any breach thereof shall not be construed to be a waiver of any succeeding breach thereof or of any other term, condition or agreement herein contained. No change, waiver, or discharge hereof shall be valid unless signed by an authorized representative of ECMAG. All disputes shall be governed by and construed in accordance with the laws of the State of Maryland and Advertiser hereby consents to the exclusive jurisdiction of the federal and state courts located in the State of Maryland.
- 8. Indemnification.** Advertiser agrees to indemnify and hold harmless ECMAG and its officers, directors, shareholders, employees, licensees and assigns against all liability resulting from or relating to the use of content furnished by Advertiser or otherwise incurred in connection with any breach of these terms and conditions by Advertiser.
- 9. Disclaimer of Warranties and Limitation of Liability.** ECMAG makes no warranties express or implied including any implied warranty of merchantability or fitness for a particular purpose or any warranty that advertisements will run free from error. In no event will ECMAG be liable to Advertiser for any loss, damage, or expense directly or indirectly caused by or arising from any actual or alleged breach by ECMAG of these terms and conditions or otherwise. The aggregate limits of liability of ECMAG for any damages is limited to the amounts paid to ECMAG by Advertiser as of the date or any alleged breach or injury.
- 10. Force Majeure.** Neither party shall be liable for any delays or losses due to a party’s failure to perform its obligations hereunder if such failure is caused by events or circumstances beyond its reasonable control, including but not limited to, acts of God, war, riot, governmental action, epidemic or pandemic, fire or flood, strikes or threat of strikes, acts and/or terrorist threats.
- 11. Miscellaneous.** Advertiser may not assign or transfer any of its rights or obligations. These terms and conditions may not be changed, modified, or amended except in writing signed by both Advertiser and ECMAG. No course of prior dealing or usage of trade shall be relevant to amend or interpret these terms and conditions.

# KEY CONTACTS AND PARTNERS

## PUBLISHER

Andrea Klee

**Phone:** 202.991.6264

**Mobile:** 954.599.4545

**email:** andrea.klee@necanet.org

For marketing plans, rates or bookings, contact your Media Group consultants, The Wyman Company

## MEDIA GROUP CONSULTANT

Justin Boulka

**Phone:** 612.986.6973

**email:** jboulka@thewymancompany.com

Find more information about our media properties through our partners:

**AAM Brand View:** <https://tinyurl.com/AAM-Brand-View>

**SRDS:** Find our profile in the SRDS Media Planning and Buying Platform

## Where To Send Materials

Send print and digital materials to [ecmagbusiness@necanet.org](mailto:ecmagbusiness@necanet.org).

Acceptable file formats:

- **Print:** .pdf
- **Digital:** .jpg, .gif, animated .gif. Note that some email clients may not display animated .gifs.
- **Rich media:** HTML (recommended), JavaScript, iFrame; Third-Party Rich Media accepted.

Do not email files in .zip format.

**ELECTRICAL CONTRACTOR**  
**MEDIA GROUP**  
**TOP SUPPORTER** 

Become a Top Supporter of the ELECTRICAL CONTRACTOR Media Group and add your company to this prestigious list!

Our current Top Supporters are the following:

- Arlington Industries
- Automation Direct
- Champion Fiberglass
- Leviton
- Southwire
- SP Products
- YOUR COMPANY NAME HERE