

# Electrical

## Products & Solutions™

*The Purchasing Guide for Electrical Contractors*

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

**2018**  
**MEDIAGUIDE**

**ABD**  
Communications, Inc.

# Electrical Products & Solutions™

The Purchasing Guide for Electrical Contractors

www.epsmag.net



## Mission

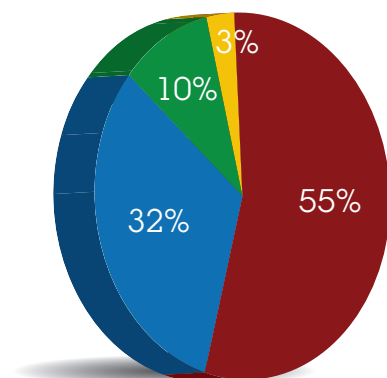
*Electrical Products & Solutions™* mission is to provide today's latest products and business information to electrical contractors in order for them to operate their business safer and at the highest level of profitability. Each month *Electrical Products & Solutions™* will address critical issues pertaining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

## Readership Profile

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

### Readership Breakdown

■ Owners	55%
■ General Managers	32%
■ Project Managers	10%
■ Estimators	3%



## Online Magazine

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

## Additional Distribution

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

NECA Show ■ NFPA Show (mag pub bins)

BICSI Conferences (mag pub bins) ■ Light Fair Show (mag pub bins)

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

## 2018 Editorial Calendar

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

\*Editorial is subject to change.





## Pricing

AD SIZE	1x	3x	6x	12x
Full Page	\$3000	\$2700	\$2400	\$2100
1/2 Island	\$2200	\$2000	\$1800	\$1600
1/2 Page	\$2000	\$1800	\$1600	\$1450
1/3 Page	\$1500	\$1300	\$1200	\$1100
1/4 Page	\$900	\$800	\$700	\$600
2-Page Spread	\$5800	\$5300	\$4800	\$4300
Inside Front	\$3500	\$3000	N/A	N/A
Inside Back	\$3500	\$3000	N/A	N/A
Back Cover	\$3800	\$3400	N/A	N/A

Website Ads	Price	Size
Banner	\$500/month	468 x 60 pixels
Button	\$250/month	144 x 100 pixels

## 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"

### 1/2 Page Island:

4.5" x 7.25"

### 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"

## 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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