

A LIGHT READ

REACH

1,100

INDEPENDENT LIGHTING DISTRIBUTORS

EVERY WEEK

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B *a Light Read* Where there's light, there's Halco™

C **On Edison bulb's anniversary, a lighting breakthrough**
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 Timed to mark the 131st anniversary of Thomas Edison's invention of the light bulb, General Electric has unveiled an illumination breakthrough—a high-efficiency LED bulb that employs jet-engine technology to keep cool. But while GE was announcing this highly technical development, its rivals are aiming at a lighting achievement by the end of the year that will be far more tangible to consumers—a high-efficiency LED bulb, bright enough for reading, that can be screwed into an ordinary home lamp socket. [MORE](#)

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D **In eco-impact, CFLs are greener**
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 Are CFLs really as eco-friendly as advertised? There remain plenty of people who are still skeptical of those claims, but new research from Switzerland indicates that, when the complete environmental impact picture is considered, CFLs really are the way to go. Scientists at the Swiss Federal Laboratories for Materials Science and Technology completed life-cycle analyses for four different types of lamps: the classical incandescent bulb, halogen lamps, fluorescent tubes and CFLs. They concluded that, after taking into account everything from manufacturing processes to electrical power sources to disposal methods, compact fluorescents come out the clear winner. [MORE](#)

E **Utility nixes LED streetlights**
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 It's not easy being green. Jackson, N.J., officials are finding that out as they attempt to use a grant to save money on street-lighting costs, but say they have been thwarted in their attempt to do so by Jersey Central Power & Light. "They refuse to cooperate with us in any way, shape or form for the installation of these [LED lamps] along any public rights of way," said municipal engineer Dan Burke. [MORE](#)

F **Separating feeling from fact on the economy**
 Modern Distribution Management Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | YouTube | RSS | Print | Email | Comment | 0 Comments
 Jeff Dietrich of the Institute for Trends Research said that distributors need to separate feeling from fact when making strategic decisions about their companies in the next year. "It won't always feel easy like it did a few years ago," he said. But distributors should not let that keep them from being proactive and taking market share. He says that distributors and manufacturers should watch their expectations for linear growth. "There will be bumps and bruises," he says. [MORE](#)

F **Public agencies lead way on energy efficiency**
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 Public institutions are leading the way in setting a good example for citizens to make the change to CFL. Three in Davidson County—the community college, the county school system and the City of Lexington—learned this week they will receive federal grant money for energy-efficiency projects. DCCC will replace lights in Brinkley Gymnasium while the county school system will use its share of the money to upgrade gym lights in its middle and high schools. [MORE](#)

E **P&S WALL-MOUNT AND CEILING SENSORS**
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D **12 creative ways to cut your overhead**
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 Cash flow is the oxygen of your business. Have enough of it and you will rock all through the day, but a lack of it will wake all through the night. Cash flow keeps the dream alive. Yet there are only two ways to get more cash flow: sell more or cut back. There is no shortage of great articles to help you learn how to sell more. But cutting back? No one likes that idea. So here are some creative, and mostly painless, ways to cut your overhead and increase your cash flow in the process. [MORE](#)

D **Most HR failures come from ignoring the basics**
 HR Daily Advisor Share | Facebook | Twitter | LinkedIn | StumbleUpon | Dribbble | SoundCloud | YouTube | RSS | Print | Email | Comment | 0 Comments
 There are dozens of picky technical ways to run afoul of employment laws, but more often than not it's the most fundamental failures that get employers in trouble, says attorney John K. Skousen. Unfortunately employers have the money and the power, so there's an automatic bias towards them. That means you must make sure every policy is followed through consistently and that everything is properly documented. "Above all, company leaders must look reasonable and fair," he adds. Here are their tips for staying out of the courtroom and creating fair work environments in eight basic areas. [MORE](#)

D **PRODUCT SHOWCASES**

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C/1 TOP/BOTTOM BANNER

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D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

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Leaderboard
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Image Dimensions
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File Format
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Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

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incididunt ut labore et
dolore magna aliqua.
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veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
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do eiusmod tempor incididunt ut labore et dolore magna
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Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
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sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
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A LIGHT READ, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO INDEPENDENT LIGHTING DISTRIBUTORS WORLDWIDE.

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