

ELECTRICAL MATTERS

REACH

3,500

INDEPENDENT ELECTRICAL CONTRACTORS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

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

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a website interface with several ad placements:

- A LEADERBOARD:** A large banner at the top with the text "We're on your side." and the Underwriters Laboratories logo.
- B SKYSCRAPER:** A vertical sidebar ad on the right side of the page, featuring the Southwire MC-AP logo and a list of products: receptacle, switch, box, light fixture, outlet, load center, and panel.
- C/1 TOP/BOTTOM BANNER:** A horizontal banner below the main article, titled "Performance" with a blue background and white text.
- D PRODUCT SHOWCASE:** A section titled "AFC Cable" with a sub-header "A CLEVER COMBINATION" and an image of electrical components.
- E CALLOUT TEXT AD:** A small callout box within the main article content, titled "Cable-Mgr™ by Wiremaid™".
- F TRADITIONAL TEXT AD:** A small text ad at the bottom of the page, titled "BURNDY Break-Away HYLUG".

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 3,500 independent electrical contractors (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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ELECTRICAL MATTERS, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
PROFESSIONAL ELECTRICAL CONTRACTORS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of independent electrical contractors, Electrical Matters keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ELECTRICAL MATTERS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ELECTRICAL MATTERS:



CREDIBLE SOURCE

For over 52 years, our members have turned to the association as the informational authority of the industry. Advertising in Electrical Matters solidifies your place among weekly information provided to ASHE members.



TARGETED DISTRIBUTION

Advertising in Electrical Matters allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Electrical Matters have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Electrical Matters ensures your ad will be every week by our 3,500 subscribers.



AFFORDABLE

Advertising in Electrical Matters is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Electrical Matters has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Electrical Matters.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.