

tED GREEN ROOM

REACH

80,000

ELECTRICAL PROFESSIONALS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

**A**

**B**

**C**

**E**

**C1**

**D**

**PRODUCT SHOWCASES**

**BURNDD® BONDIT™ - Intersystem Bonding Connector**

The new NEC250.94 code requires that all ground wires from separate systems such as telephone systems, CATV and radio systems must be tied together at one location to the GIC. The term intersystem refers to tying all of the "system" grounds together in one location. BURNDD® has the new BONDIT® connector that will do just this

**Emergency UL924 Bypass / Shunt Relays**

Our Emergency Bypass / Shunt Relays are UL924 listed and suitable for shunting around wall switches in order to turn on emergency lighting in the event of loss of normal utility power. When normal power is present, the ESR relay coil is activated and the emergency panel is fed from normal power.

**Premium PDUs without the premium price!**

Back mounted power distribution units (PDUs) are an integral part of the power supply system, but one often overlooked and under considered. Our free paper on choosing PDUs discusses some of the details to consider when determining your power distribution requirements. [Download the free white paper.](#)

**Leviton Wireless Solutions for Lighting Management**

Leviton's new line of self powered wireless sensors combine the energy saving benefits of an occupancy sensor with simple installation to save on labor and time with no additional wiring. Our new wireless sensors are the perfect solution for retrofit lighting management projects. No batteries, no wires, no limits. [More info](#)

## ADVERTISING OPTIONS

### A LEADERBOARD

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

### B/1 SKYSCRAPER/HALF 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.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 8,000 electrical professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$2750/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$3000/\$2500**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



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**



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**



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

Traditional Text Ad  
**\$1500**

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

## CONTACT US

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THE GREEN ROOM, POWERED BY MULTIBRIEFS,  
PROVIDES NEWS AND INFORMATION TO  
LEADERS IN THE GREEN REVOLUTION OF POWER  
PRODUCTION AND DISTRIBUTION.

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 electrical providers, plant managers, facilities managers, and leaders in all areas of energy distribution, Green Room 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.

GREEN ROOM  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN GREEN ROOM:



## CREDIBLE SOURCE

For 100 years, our members have turned to the association as the informational authority of the industry. Advertising in Green Room solidifies your place among weekly information provided to NAED members.



## TARGETED DISTRIBUTION

Advertising in Green Room 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 Green Room 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, Green Room ensures your ad will be seen every week by our 8,000 subscribers.



## AFFORDABLE

Advertising in Green Room 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 Green Room 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 Green Room.



## TRACK CAMPAIGN EFFECTIVENESS

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