

electrical

SOLUTIONS

Connecting Buyers and Sellers of Electrical and Utility Equipment

P.O. Box 893
Fort Dodge, Iowa 50501
Phone: 515-574-2354
Fax: 515-574-2237
www.es-pub.com

2009 media kit

audience

Electrical Solutions publication and website serves the electrical contractors, utility contractors and utility companies.

Electrical Solutions is a reference tool for buyers and sellers of new, used and surplus electrical equipment, materials, services and supplies. Types of equipment/services include but not limited to: circuit breakers, motor controls, transformers, generators, lighting, vehicles, cable, wire, contractor supplies/tools, and electrical equipment auctions.

Electrical Solutions is mailed nationwide each month and a digital copy is emailed each month to additional recipients as well. Electrical Solutions is also distributed at major trade shows throughout the year showcasing your message to additional buyers.

Industry personnel read Electrical Solutions to find current equipment, supplies and buying opportunities. Whether you are selling new equipment, pre-owned equipment or supplies, Electrical Solutions offers you the most cost effective marketing tools in the industry!

additional opportunities

In addition to our print and digital presence, Electrical Solutions also offers List Rental, Direct Mail, Insert Cards, Ad Reprints, Customized Email Blasts, Poly Bag Services and much more.

online opportunities

Electrical Solutions website (www.ES-Pub.com) offers many high impact promotional opportunities.

- Buyer's Guide
- Banner Ads
- Current & Past Issues
- Industry News & Events
- Featured Advertisers
- Auction Calendar

As advertisers in the print version of Electrical Solutions, your ad will also appear in our digital version, making your advertisement visible to thousands of domestic and international online readers!



deadlines

<u>Issue</u>	<u>Deadline</u>
January 2009	December 15
February 2009	January 19
March 2009	February 16
April 2009	March 16
May 2009	April 20
June 2009	May 18
July 2009	June 15
August 2009	July 20
September 2009	August 17
October 2009	September 14
November 2009	October 19
December 2009	November 16

distribution

Electrical / Utility Contractors	85%
Utility Companies	15%

Nationwide Print Version

International Digital Version

camera-ready art specifications

Page size and specifications

Front Cover

Live Matter	7" x 6 13/16"
Page Trim	7 5/8" x 7 1/4"
Bleed Size	7 15/16" x 7 7/16"

Back Cover

Live Matter	7" x 7 5/16"
Page Trim	7 5/8" x 7 3/4"
Bleed Size	7 7/8" x 7 7/8"

Centerfold

Live Matter	14 10/16" x 9 3/16"
Page Trim	15 1/4" x 10 3/4"
Bleed Size	15 3/4" x 11 1/4"

Full Page

Live Matter	7" x 9 13/16"
Page Trim	7 5/8" x 10 3/4"
Bleed Size	7 7/8" x 11"

Half Page - Horizontal7" x 4 13/16"

Half Page - Vertical3 3/8" x 9 13/16"

Quarter Page3 3/8" x 4 13/16"

Business Card3 3/8" x 1 13/16"

File Formats

TIFF, EPS, JPG, GIF, PDF, 240 dpi or higher. *If you use Pagemaker, you can export your file as a PDF and we can turn it into an EPS.*

Electronic and FTP File Transmission

If you are emailing files, please include all artwork (240-300 dpi) and fonts along with your Quark document. Please send to: **design@es-pub.com**.

For files over 4 MB use the following:

FTP address: ftp://es-pub2.com

User Name: iahawks

Password: gohawks

(Place in incoming folder)



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advertising rates

4-color rates

(per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues
Full Page 40"	\$1,076	\$1,022	\$968	\$915
1/2 Page 20"	\$630	\$599	\$567	\$536
1/4 Page 10"	\$452	\$429	\$407	\$384
1/8 Page 6"	\$348	\$330	\$312	\$294
4"	\$231	\$219	\$208	\$196
2"	\$116	\$110	\$104	\$99

black & white rates

(per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues	Add 1 Color
Full Page 40"	\$919	\$873	\$827	\$781	\$50
1/2 Page 20"	\$520	\$494	\$466	\$442	\$35
1/4 Page 10"	\$310	\$295	\$279	\$264	\$25
1/8 Page 6"	\$252	\$240	\$228	\$216	\$18
4"	\$168	\$160	\$151	\$143	\$12
2"	\$84	\$80	\$76	\$71	\$6

Add 1 Color (Publishers Choice)= \$3/co/inch

priority pages

Front Cover	\$1,795
Back Cover	\$1,695
Page 2, 3, Inside Back Cover	\$1,360
Pages 4-19	\$1,255
Centerfold	\$2,295

All new ad copy is due by 10:00am (CST) on the deadline date. Any advertising copy submitted after that time will be placed in the following edition. Deadlines may vary on special show issues, please contact your marketing consultant for details.