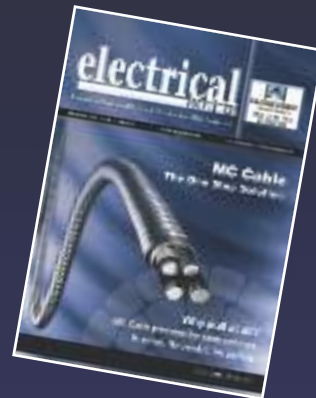


# 2010 Media Kit

## Multimedia Solutions

***A perfect mix of print and online advertising that accelerates sales, increases revenue and drives return on investment.***



### Contact

#### **Electrical Solutions**

P.O. Box 893  
809 Central Avenue, 2nd Floor  
Fort Dodge, Iowa 50501  
[www.es-pub.com](http://www.es-pub.com)

Local: 515-574-2354  
Fax: 515-574-2237

**electrical**  
SOLUTIONS

Connecting Buyers and Sellers of Electrical  
Equipment, Materials, Services and Supplies

### Contents

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## About *Electrical Solutions*

*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.

## Readership

**Electrical / Utility Contractors 85%**



**Utility Companies 15%**



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!

### **Opportunities at a Glance**

#### **Online Opportunities**

- Buyers Guide
- Banner Ads
- Business Card Showcase
- Current & Past Issues
- Featured Advertisers
- Auction Calendar
- Industry News & Events
- Videos

#### **Additional Opportunities**

- Email Blasts
- List Rental
- Show Bags
- Direct Mail
- Insert Cards
- Ad Reprints
- Show Posters
- Poly Bag

## **Make Your Ad Come to Life!**

When you place an ad in the print edition, it is automatically included in the digital edition. The digital edition is delivered via email. This makes your advertisement visible to thousands of domestic and international online readers. The digital edition is a great FREE addition to your marketing campaign.

*Electrical Solutions'* digital edition is the perfect way to reach leading decision makers using the latest digital ad technology.

All advertisements are interactive with hotlinks to your website and email addresses, ensuring interested readers will have instant access to your product information.

## **Follow Us Online**



For More Information contact



at 515-574-2354 | www.es-pub.com

### Priority Positions

Position	4/Color
Front Cover*	\$2295
Inside Front Cover & Inside Back Cover	\$1860
Priority Pages: page 3	\$1360
Pages 4-19	\$1255
Center Spread	\$2295
Back Cover	\$2195

\* March & October = call for availability & pricing

This publication is mailed twelve times a year. **All new ad copy is due Thursday before cut-off by 4:00 p.m. (CST).** Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing consultant for details.

### 4/Color Rates (per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page - 40"	\$1076	\$1022	\$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

**Rates are net and non-commissionable**

### Camera-ready art specifications

Page size and specifications

Live Matter .....7" x 9-13/16"  
 Page Trim .....7-5/8" x 10-3/4"  
 Bleed Size .....7-7/8" x 11"  
 Column Width.....1-5/8", 4-column

Software

QuarkXpress V6.0, Photoshop V3.0 or higher, Illustrator V5.0 or higher

Supported Formats

PDF, TIFF, EPS and JPG  
 PDF's: When preparing your PDF, distill the PDF at 240 dpi, embed all fonts

Images

Photos should be processed at a resolution of no less than 240 dpi and at 100% of the printing size.

Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi  
 Black & White Line Art: 900 dpi  
 Grayscale Images: 240 dpi

We Can Not Accept

Corel Draw, Word Perfect, Powerpoint, Excel, Pagemaker, Microsoft Publisher, True Type Fonts, or Window Fonts.

When sending us a CD, include a laser or color copy of contents.

Electronic and FTP File Transmission

For files over 4MB use the following FTP.  
 FTP: ftp://es-pub2.com  
 Username: iahawks • Password: gohawks  
 Place in incoming folder

Email: design@es-pub.com (when sending files via email the same specifications apply)

Issue Date	Show	Date	Location
January Deadline: Dec. 11			
February Deadline: Jan. 15	Pre-Show Electric West		
March Deadline: Feb. 12	Electric West	March 16-18	Las Vegas, NV
April Deadline: March 12			
May Deadline: April 16	Post-Show Electric West		
June Deadline: May 14			
July Deadline: June 18			
August Deadline: July 16			
September Deadline: Aug. 13	Pre-Show NECA Pre-Show IEC		
October Deadline: Sept. 17	NECA IEC	Oct 2-5 Oct 26-29	Boston, MA Phoenix, AZ
November Deadline: Oct. 15			
December Deadline: Nov. 12	Post-Show NECA Post-Show IEC		
January 2011 Deadline: Dec. 17			

"Electrical Solutions has allowed us to communicate to our customers in the electrical industry our message. Through a mix of print advertising and product and press releases we have successfully delivered our message of high quality products that allow our customers to get the job done easier and more cost effectively. I would recommend an advertising/marketing relationship to any company who wishes to communicate their message to the electrical industry."

**Aaron Hersey, Director of Sales and Marketing - RAM Mounting Systems**

"As a frequent advertiser in Electrical Solutions, we are very happy with the consistent, exceptional value it provides to help us reach the end users and decision makers that use and purchase our infrared cameras in the electrical industry."

**Donna Lawry, Marketing Administrator - Thermography Flir Systems, Inc.**

"Small Ad Magazine, Big Results! We have been impressed by the great service, ad quality, and exposure that Electrical Solutions provides. We will definitely advertise with them again".

**Jessica Woods, Director of Marketing - WireGuard**

"The ad I placed in Electrical Solutions has brought me so many customers! I have at least 10-15 people a week tell me they learned about my product from their magazine. Thank you to Electrical Solutions."

**Justin Grubb, GIT Operations Manager - Generator Interlock**

"I just wanted to take this opportunity to thank you and your publication for working with us. Electrical Solutions has helped reach potential customers and directly affected the growth of our company. Thanks!!"

**Ryan Fetgatter, General Manager - Davidge Controls**

"Denver Breaker and Supply has been a proud advertiser in the Electrical Solutions magazine over the past few years. We have had good success with their publication and their staffing have been a pleasure to work with....."

**Tyler Bagley, Denver Breaker and Supply**