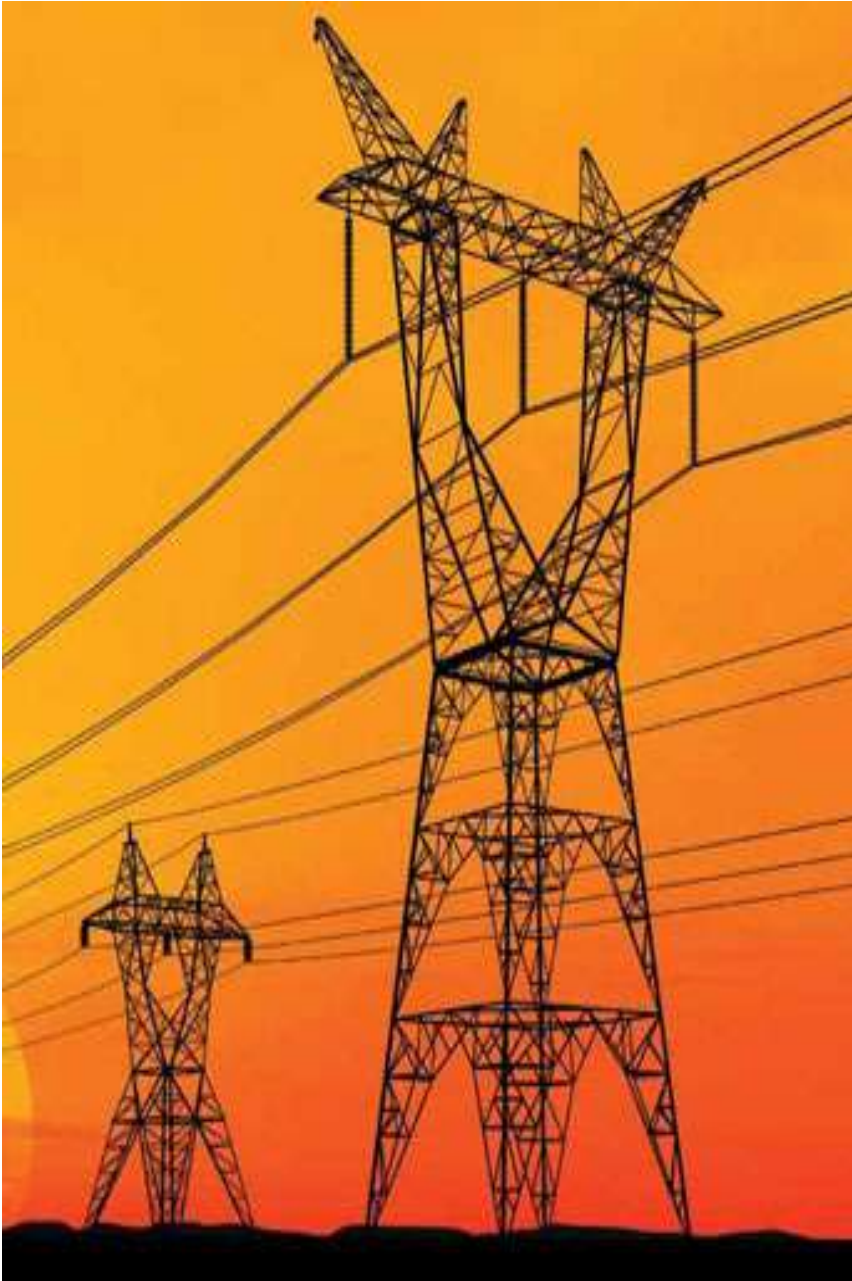




ElectricWeb
Communications

2017
Media
Guide

ELECTRICWEB – THE INDUSTRY’S INFORMATION CONNECTION



***ElectricWeb*, published monthly since 2011, is the authority for electrical professionals**

working in electrical contracting companies, (including NECA and IEC member firms), architects, and consulting engineering firms.

No other publication covers the electrical market with the same expertise as *ElectricWeb*. By continually featuring innovations and business trends impacting the electrical markets, ***ElectricWeb*** remains an undisputed authority in the industry.

74% of *ElectricWeb* subscribers consider *ElectricWeb* a valuable and relevant resource to their work.²

57% of our readers take action after reading an issue of *ElectricWeb*.²

- **28%** Forwarded our newsletter or articles to others
- **36%** Saved *ElectricWeb* articles for future reference
- **62%** Discussed articles/advertisements with colleagues

82% of those polled find *ElectricWeb* in-touch with new electrical projects.²

76% of *ElectricWeb* subscribers are not affiliated with any organization.²

With *ElectricWeb* Newsletter, your message reaches more than **16,447**¹ subscribers — including those not receiving any other industry publications.

¹ *ElectricWeb* Sept 2016, BPA Circulation Statement

² *ElectricWeb* Subscriber Report: Sept 2016, Quantum Research

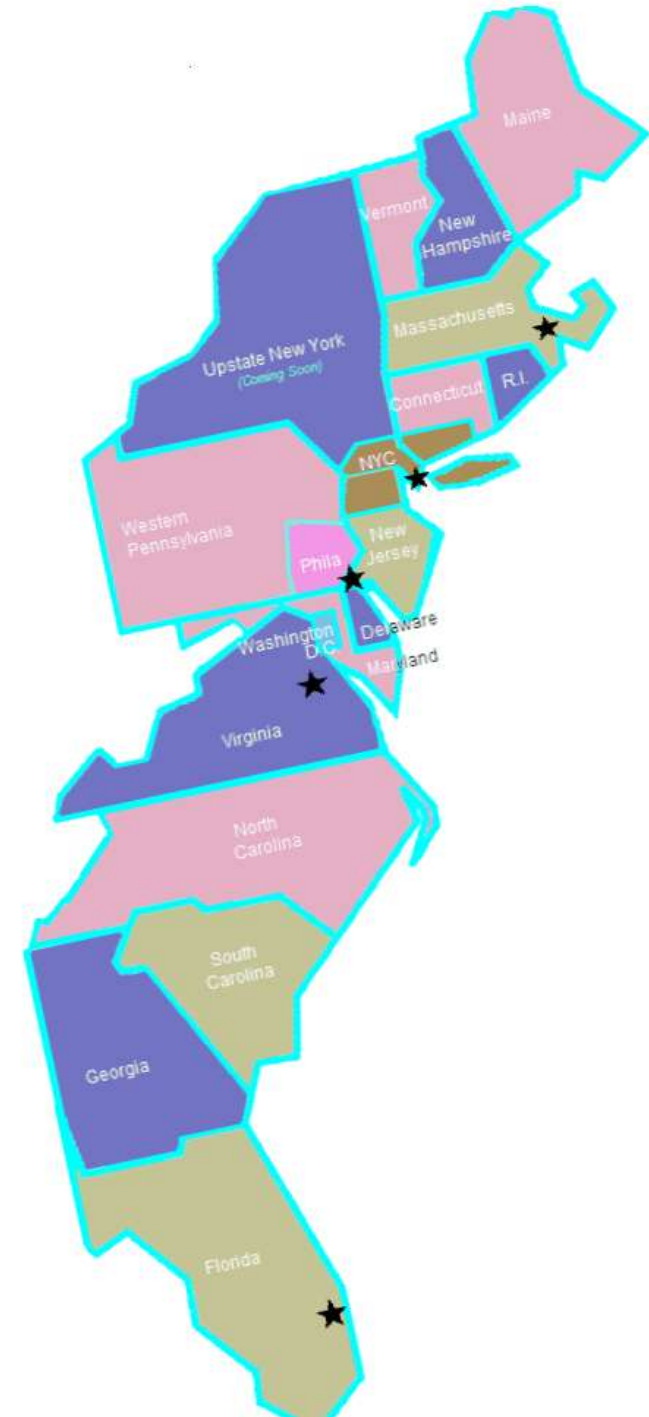
EXPERIENCE, EXPERTISE.

When it comes to the electrical industry and developing construction projects, the experienced industry professionals at the **ElectricWeb** get it. Our knowledgeable staff has been selected from within various segments the electrical industry including Contractors, Suppliers, Manufacturers, Lighting Professionals, Construction Management and Manufacturers Representatives.

MARKET REACH AND ENGAGEMENT.

The **ElectricWeb** team covers the market better than any other magazine or website, and has the track record to prove it. Our market area covers the entire east coast of the United States, including 17 states from Maine to Florida. In addition to our corporate headquarters in New York City, the ElectricWeb maintains regional locations in Boston, Philadelphia, suburban Washington D.C. and South Florida. ***ElectricWeb websites have been visited more than 18.5 million times since 2011 and our newsletters reach more than 50,000 industry professionals.*** Our prime market areas are:

- **New York City Metropolitan Area**
- **Boston – and New England States**
- **Philadelphia – including South Jersey and Delaware**
- **Mid-Atlantic Region – Maryland, DC, Virginia and North Carolina**
- **Southern States – Florida Georgia and South Carolina**



REACHING DECISION-MAKERS IN THE 100 BILLION ELECTRICAL MARKET

The electrical construction market in the United States is massive — estimated at more than \$100 billion by *Electrical Wholesaling* magazine. **ElectricWeb** is the brand that puts you in direct contact with decision-makers who buy, specify, or recommend, hundreds of thousands of dollars each on electrical products annually.

71% of *ElectricWeb* readers are involved in selecting/purchasing electrical equipment or supplies.

74% of *ElectricWeb* readers see ads and take action

69% Visited an advertiser's website

47% Bought equipment or products advertised

43% Recommended a purchase because of an ad

28% Forwarded articles to colleagues

36% Saved articles for future reference

35% Contacted a company for information/bid

36% Discussed articles/advertisements

58% E-Newsletter Open Rate



ELECTRICWEB EXPANDS YOUR REACH ONLINE

Right Message. Right Time. Right Results.

ElectricWeb's exclusive online content exposes buyers with information about your brand. Our regional websites allow you to focus your marketing message on prospects in five different geographical markets.

Website Advertising and Sponsorship

Advertising with the **ElectricWeb** provides maximum visibility in any given regional market. Our exclusive sponsorship opportunities combine the trust and authority of **ElectricWeb** with the visibility you want.

Rotating Banner Ads

As an annual sponsor, you enjoy an exclusive opportunity to reach our audience from when they first enter our site and throughout their visit as they search for content. Your message is launched and runs in multiple areas on each page of our sites.

Manufacturers

\$4,200.00 / year – 1st region
\$3,000.00 / year – each additional region

2017 Promo:

Advertise in (5) markets for just \$12,500 /year

Distributors

\$3,000.00 / year – 1st region
\$1,900.00 / year – each additional region

2017 Promo:

Advertise in (3) markets for just \$5,995 /year

** Exclusive brand advertising available at a negotiated rate*

Average Monthly Page Views/Unique Visitors

3rd Quarter	Unique Visitors	Page Views
July 2016	181,642	434,857
Aug 2016	245,440	555,406
Sept 2016	230,487	534,829

THE POWER OF *ELECTRICWEB* NEWSLETTER

Reach our targeted audiences!

ElectricWeb's five regional e-newsletters are a powerful way to provide product information directly to the electrical industry. As a sponsor of an e-newsletter, your advertising message is e-mailed to thousands of electrical professionals in 17 states.

ElectricWeb eNewsletter

Reach Over 50,000 Readers

ElectricWeb's exclusive newsletter content provides buyers an opportunity to focus on your information. As a sponsor, our regional publications allow you to focus your marketing message on prospects in five geographical markets.

Our newsletters feature the top stories, latest construction projects and new opportunities for electrical contractors relevant to each market area. In addition, new bid announcements and projects are promoted.

Published 2x per month in the NYC area, and once per month in four other regional markets. Minimum run is for (4) insertions, and may be combined across different regions.

1st Position Banner	2.3"H x 2"W (or reverse) <u>no text</u>	\$3.00 /hundred per issue
2nd Position Banner	2.3"H x 2"W (or reverse) <u>no text</u>	\$3.00 /hundred per issue
2nd Position Advertorial	0.95"H x 1.35"W <u>with text</u>	\$3.50 /hundred per issue

* eNewsletter ads are limited and available on a first-come, first-serve basis. Contact Sales Dept for availability.

Email Blast

Combine the power of your message with our targeted list to reach professionals in the electrical industry. With more than 12,000 subscribers who have opted-in to receive third party promotional emails, *ElectricWeb* will effectively deliver your message to the inboxes of our readers. **\$950.00 /net per blast**

ElectricWeb is Social Media Savvy

ElectricWeb offers many ways to promote your brand, improve your sales results, and drive qualified traffic to your website.

ONLINE SPECS AND GUIDELINES

Specifications for Website Advertisers

Website Banner Formats:

- **Accepted Formats:** GIF, JPG, BMP, or PNG.
- **Dimensions:** Rotating Banners: **150x150 pixels (HxW)** - random rotation @ 10 impressions/min
Static Banners: **150x60 pixels (HxW)** - static logo, changes on page entry/exit
- **Landing Page:** Location of redirected page when clicked.
- **Due Date:** Materials due 3 business days prior to insertion.
- **Tags:** Internal redirects, Java, iFrame and ad calls are not accepted.

Specifications for eNewsletters

Newsletter Banner Formats:

- **Accepted Formats:** GIF, JPG, BMP, or PNG.
- **Dimensions:** *see page 6 above*
- **Landing Page:** Location of redirected page when clicked.
- **Due Date:** Materials due 2 weeks prior to publication.
- **Tags:** Internal redirects, Java, iFrame and ad calls are not accepted.

NOTE: Most email clients do not render animated .gifs, so if you provide an animated .gif, please have your file set up so that the first frame can be a stand-alone image.

Press Release Guidelines

- **Text:** E-mail message or attached Word document.
For newsletter write-ups, shorter is better: approximately 50 words.
- **Artwork:** Acceptable formats are: GIF, JPG, BMP, or PNG.
- **Submission:** E-mail: pressrelease@theelectricweb.com
Please indicate if you have a particular issue or region in mind for your press release.
Press releases due 2 weeks prior to publication.

LOOK AT HOW MUCH ADVERTISERS GET!

ElectricWeb Regional Websites

- (1) **Front Page Peel-Away** advertisement, in random rotation (*"Dog Ear"*)
 - Located at **Very TOP RIGHT corner** of our homepage. Hyperlinked on-click to your company website
 - * **Example Link:** <http://theelectricweb.com>
- **Static Banner Ad** (on all pages) @
 - Located in **Middle RIGHT side** of ALL internal web pages. Hyperlinked on-click to your company website
 - * **Example Link:** <http://www.theelectricweb.com/contact-us.html>
- (1) **Rotating Banner Ad** (on all pages) @ 150x150 pixels
 - **Changing image** on page, on random rotation cycle @ 10 impressions/min
 - Located on **Upper RIGHT side** of our homepage and ALL internal pages. Hyperlinked on-click to your company website
 - * **Example Link:** <http://www.theelectricweb.com/contact-us.html>
- (1) **MyCard[®] Directory Listing** – dynamic, graphic business card.
 - Located in our Business Card Directory pages. Hyperlinked on-click directly to your website or representative's email
 - * **Example Link:** <http://theelectricweb.com/business-cards.html>
- (1) **Enhanced directory listing** for your company in our Directory section
 - **Top position in your alphabetical category**
 - Complete company contact information. Highlighted and hyperlinked on-click to your company website
 - * **Example Link:** <http://www.theelectricweb.com/mfr-websites.html>
- **ElectricWeb | Blogger:**
 - (1) **Rotating Banner Ad** (on all pages) @ 150x150 pixels
 - Changing image on page, on random rotation cycle @ 10 impressions/min
 - Located in **Upper RIGHT side** of ALL pages of our Blog. Hyperlinked on-click to your company website
 - * **Example Link:** <http://theelectricwebnetwork.blogspot.com>

ElectricWeb | Newsletter

- Every month the ElectricWeb sends multiple regional-specific e-Newsletters
- All annual advertisers are listed, along with a hyperlink to their website.
- * **Example Link:** <http://www.theelectricweb.com/newsletter/11-17-2016.html> (*Online Version*)

ElectricWeb | Mobile App

- (1) **Rotating Banner Ad** (same as Blogger Ad) @ 150x150 pixels
 - Located at **Bottom of all Project Pages** on our Mobile App
 - Random rotation cycle @ 10 impressions/min. Hyperlinked on-click to your company website
 - * **Example Link:** <https://play.google.com/store/apps/details?id=com.appsbar.ElectricWeb727074&hl=en>

REGIONAL SPONSORS GET EVEN MORE!

Each ElectricWeb Regional Website

- (1) **Additional Rotating Banner Ad** (on all pages) @ 150x150 pixels
- Changing image on page, on random rotation cycle @ 10 impressions/min
 - Located on **Upper RIGHT side** of our homepage and ALL internal pages. Hyperlinked on-click to your company website
- * **Example Link:** <http://www.theelectricweb.com/contact-us.html>

MyElectricWeb.com Web Portal

- (1) **Extra Large Rotating Banner Ad** on Front Page @ 300px Wide x 200px High
- Changing image on page, on random rotation cycle
 - Located on **RIGHT side** of our homepage. Hyperlinked on-click to your company website
- * **Example Link:** <http://www.MyElectricWeb.com>

ElectricWeb | Newsletter

- Every month the ElectricWeb sends multiple regional-specific e-Newsletters
 - **Regional Sponsors are more prominently listed, along with Logo and hyperlink to their website.**
- * **Example Link:** <http://www.theelectricweb.com/newsletter/11-17-2016.html> *(Online Version)*

EW Project Reports

- The ElectricWeb network generates hundreds of project leads each month and compiles this information into our exclusive **EW Project Report**. While available on a monthly basis *à la carte*, regional sponsors receive these reports at no additional charge. *(a \$250.00 value/report). * Presently only available for NYC Metro region.*

ElectricWeb | Contractor Leads

- The ElectricWeb network generates hundreds of contractor leads each month and compiles this information into our exclusive **Working Contractors Report**. This information is only available to regional sponsors. **Presently only available for NYC Metro region.*

PUT OUR POWER TO WORK FOR YOU!

Online Opportunities

To find out more about advertising opportunities on **ElectricWeb** regional publications, contact your Sales Manager or visit: TheElectricWeb.com/advertising-rates.html.

The ElectricWeb Network

www.MyElectricWeb.com

New York Metro Area	Site	www.theelectricweb.com
	Blog	theelectricwebnetwork.blogspot.com
	Social	www.facebook.com/electricweb
Boston and New England States	Site	www.electricweb-boston.com
	Blog	electricweb-boston.blogspot.com
	Social	www.facebook.com/ElectricWebBoston
Philadelphia, South Jersey, Delaware	Site	www.electricweb-phila.com
	Blog	electricweb-phila.blogspot.com
	Social	www.facebook.com/ElectricWebPhila
Maryland, DC, Virginia, North Carolina	Site	www.electricweb-atlantic.com
	Blog	electricweb-atlantic.blogspot.com
	Social	www.facebook.com/ElectricWeb-Atlantic
Florida, Georgia, South Carolina	Site	www.electricweb-south.com
	Blog	electricweb-south1.blogspot.com
	Social	www.facebook.com/ElectricWebSouth