

THE MOST UNIQUE AND RELIABLE RESOURCE FOR TODAY'S ELECTRICAL CONTRACTOR

THE ELECTRIC CURRENT

2022
Media
Guide



Reach Out

The Electric Current™ is a digital magazine delivered monthly to 80,000 electrical contractors nationwide. We concentrate on informing readers about what's new, what's better and what's needed to get their job done. From wiring to testing, lighting and transportation; if it's new or gets the job done better we will let you know about it. We ensure that your message reaches those responsible for buying or specifying purchase decisions for your company.

Tell Your Story

Articles in *The Electric Current™* are written to explain specific products and services for the electrical and lighting industry—the how, why and the unique abilities of these products and services. Sharing your story educates readers so they make better buying decisions for their company. We offer a variety of article opportunities to tell your story to the right audience at the right time.

Industry News: General interest news articles regarding accomplishments of people throughout the industry. Key hires, promotions or retirements are announced in this section. Company expansions, mergers, ect. are also included.

Feature Topic Articles: Extended in-depth instructional or informational articles.

Company Profile: Promotional article designed to tell the story of a company, products and the key people responsible for the success of the company.

Product Focus Articles: Written to explain unique features and benefits of a specific product.

New Product Spotlight: This section announces new products or updates to existing products.



Connect

Delivering *The Electric Current™* as digital media pro-actively engages readers and directs them to quickly connect to your website giving you the opportunity to engage them early in the buying process. Our analytics make it easier to calculate your ROI.

Readership Breakdown

Electrical Contractors.....	95%
Commercial Electrical Contractors.....	42%
Residential Electrical Contractors.....	43%
Other.....	5%
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Upper Management (CEO, Owner, President, Vice President).....	42%
Middle Management (Supervisor, Engineer, Fleet Manager, Other)....	38%
Equipment Operators & Maintenance.....	18%
Other.....	57%



2022 Editorial Calendar

Issue:	Product Focus:	On the Job:	The Safety Zone:	Events:	Material Deadline:
January '22	Lighting	Testing	Arc Flash		December 4, 2021
February '22	Wire & Cable	Hand Tools	Lighting		January 7, 2022
March '22	Power Quality	Lighting	Back Up Power		February 4, 2022
April '22	Lighting	Reliable Power	Lighting Automation	Light Fair	March 4, 2022
May '22	Arc Flash	Wire & Cable	Safety Products		April 1, 2022
June '22	Power Quality	Hand Tools	Lighting		May 6, 2022
July '22	Testing Equipment	Lighting	Wire & Cable		June 3, 2022
August '22	Lighting Solutions	Testing Equipment	Hand Tools	NECA	July 1, 2022
September '22	Back Up Power	Testing	Lighting	NECA	July 29, 2022
October '22	Lighting	Back Up Power	Arc Flash		September 2, 2022
November '22	Reliable Power	Lighting	Safety Products		October 7, 2022
December '22	Tell Your Story				November 4, 2022

Ad Specifications

Trim Size: 8" x 10.5"
1/3 Page Vertical: 2.125" x 9.625"

Full Page Live Area: 7.5" x 10"
1/3 Page Square: 4.5" x 4.75"

Bleed: 8.25" x 10.75"
1/2 Page Vertical: 3.5" x 9.625"

2 Page Spread Bleed: 16.25" x 10.75"
1/2 Page Horizontal: 7" x 4.75"

1/4 Page Vertical: 3.5" x 4.75"
1/2 Page Island: 4.5" x 7.25"

Banner: 468x60 px
Button: 144x100 px

Pricing:

Ad Size	1x	6x	12x	18x
Full Page	\$2750	\$2500	\$2375	\$2200
1/2 Page Island	\$1850	\$1725	\$1600	\$1500
1/2 Page	\$1575	\$1450	\$1275	\$1100
1/3 Page	\$1325	\$1250	\$1100	\$990
1/4 Page	\$1075	\$950	\$875	\$800
2 Page Spread	\$5100	\$4800	\$4500	\$4200
Inside Front Cover	\$3200	\$3000	\$2800	\$2600
Inside Back Cover	\$2900	\$2750	\$2600	\$2450
Back Cover	\$3400	\$3150	\$3000	\$2800
Premium E-Blast Sponsorship with Full Page Ad	\$6000	\$4500	\$3500	\$2500
E-Blast Banner	\$1100	\$990	\$880	\$770
E-Blast Button	\$700	\$630	\$560	\$490
E-Blast Featured Video	\$1500	\$1350	\$1200	\$1050
Website- Front Page Featured Video	\$1000	\$900	\$800	\$700
Featured Videos Page Gallery	\$750	\$675	\$600	\$525
Embedded Video On Magazine Ad	\$750	\$675	\$600	\$525

- **DIGITAL AD FILES:** PDF files with PDF/X1-a format option are preferred with images and fonts embedded. Native files can be sent in Quark Xpress, Adobe Illustrator, Photoshop or InDesign. Please supply all fonts, images and artwork with ads supplied in these applications.

- All artwork and type should be prepared in CMYK & high resolution (300+ dpi)

- **AD SUBMISSION** - Material may be received by e-mail, CD or DVD.

- **COLOR PROOF** - CJS Media requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

- **INSERTS:** All inserts and special advertisement prices are available upon request.

Additional Instruction:

- All advertisements must be received in an approved digital format to be considered camera-ready. When no acceptable artwork or copy is furnished to publisher by the deadline for the requested issue, publisher reserves the right to repeat the most recent approved advertisement. If publisher is within its sole determination unable to produce any advertisement due to the type, style or color advertiser has called for, publisher may make alterations to such advertisement in type, style or color publisher deems appropriate without advertiser's approval. Publisher is not liable to advertiser for any error, problem or mistake related to publisher's production.

- **FILE FORMATS NOT ACCEPTED** - We do not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

- Complimentary web button/ banner design does not include flash buttons/ banners. Flash button and banner designs are subject to \$65 per hour fee.

- Please send advertisement files to jacklyn@handfmedia.net

- **TERMS:** All invoices are due upon receipt and are considered late after 30 days. A 5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within 30 days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to our collection agency after 105 days of invoice date.

- **DISCOUNTS:** Frequency discounts apply to insertions that are placed in advance and must be completed according to the terms of the contract agreed upon by the advertiser and publisher.

- **SHORT-RATES:** In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

- **RATE INCREASES:** Rates are not subject to change for companies with an existing contract regardless of circulation increases or paper cost increases.

- **LIABILITY:** Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of *The Electric Current*™ in whole or in part without prior written permission from the publisher is prohibited.