

eTRAIN

Putting your career on track with on-time training info

E-mail information about your training courses to
64,075+* e-mail subscribers!

Training. Everybody needs it. Some people are looking for a refresher course and others need to fulfill Continuing Education Unit (CEU) requirements. No matter what the need, they're always on the lookout for a good training session. And there's no better way to put your course on their radar screen than through a listing in E-Train.



Use the E-Train to:

- Reach thousands of electrical professionals who are looking for new course information.
- Promote your training course affordably.
- Communicate your company's message and reinforce your brand image.
- Increase attendance at your event.



www.ECMWEB.com

Electrical
Wholesaling

www.EWWEB.com

Frequency

E-mail newsletter, sent twice each month.

Course Listing Format

- 2 - 3 word headline
- 40 - 50 word course description
- URL link to your site
- Company logo or graphic [200 pixels wide x 200 pixels high, total 10k, in .gif or .jpeg format at 72 dpi (low-res)].

Exposure

- List one course, or several.
- Change your listing in each issue.

(To view a copy of the most current issue, visit the *EC&M* home page (ecmweb.com) and click on the link in the left-hand column.)

Rates:

- \$495 per course listing, per month (two issues).

*Publisher's own data, September 2008

Please Contact Publisher David Miller regarding availability:

Phone (312) 840-8487 • Fax (312) 840-8470 • david.miller@penton.com

Don't miss this opportunity!

Listings are available on a first-come, first-serve basis.

Reserve Your Sponsorship Before It's Too Late!

Sponsorship of the E-Train e-newsletter is available on a first-come, first-serve basis. To feature a course listing or sponsor the e-newsletter, fill out the form below and fax it to David Miller at 312-840-8470. Determination of sponsorship will be made on the date and time your fax is received.

E-TRAIN SPONSORSHIP INSERTION ORDER:

Signature _____ Date _____

Name _____ Title _____

Agency (if applicable) _____

Company Advertising _____

Billing Address, Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Indicate Premium, Course Listing, or Tower Sponsor: _____

Please note which months to reserve: _____

AD MATERIALS INFORMATION AND DEADLINES:

- **Premium Sponsor:** Send your banner ad (468x60 pixels, .gif or .jpeg only, max file size of 15K) and indicate to what Web site URL the banner should be linked.
- **Course Listing:** Send 50-60 words of copy (including Web hotlink) for your text ad and a copy logo or graphic (200 x 200 pixels, max. file size of 10k)
- **Tower Sponsor:** Send your tower ad (120 x 600 pixels, .gif or .jpeg only, max file size of 15K) and please indicate to what Web site URL the banner should be linked.
- **Send Ad Materials To:** Susan Winters, Ad Production Coordinator
Penton Media, Inc. susan.winters@penton.com, 913-967-7520.

E-Train 2009 Launch Dates

| | |
|----------|----------|
| Jan. 14 | July 8 |
| Jan. 28 | July 22 |
| Feb. 11 | Aug. 5 |
| Feb. 25 | Aug. 19 |
| March 11 | Sept. 2 |
| March 25 | Sept. 16 |
| April 8 | Oct. 7 |
| April 22 | Oct. 21 |
| May 6 | Nov. 4 |
| May 20 | Nov. 18 |
| June 3 | Dec. 9 |
| June 17 | Dec. 23 |

**TO SUBSCRIBE TO E-TRAIN, VISIT WWW.ECMWEB.COM
AND CLICK ON THE E-TRAIN LINK UNDER THE
E-NEWSLETTER'S HEADING IN THE LEFT-HAND COLUMN.**

**Ad materials due minimum 3 days
prior to e-newsletter launch date.**

**For More Details, Contact Your District Sales Manager or David Miller
PH: 312-840-8487 • david.miller@penton.com**

**Insertion Order Due: ASAP! Fax Your Order today!
Sponsorships Available on a First-Come, First-Serve Basis.**