

EC&M's
electricalZONE
Your view to a new dimension in the electrical industry

AN E-NEWSLETTER FROM THE STAFF OF EC&M

ElectricalZone provides *EC&M* readers with a view to a new dimension in the electrical industry. Twice-a-month, the skilled and award-winning journalistic staff of *EC&M* delivers the newsletter to the desktops of **66,050+* electrical professionals**.

ElectricalZone promises to:

- Feature late-breaking news stories from around the industry.
- Highlight new bid announcements and project opportunities.
- Provide information on upcoming industry shows and events.
- Position your exclusive advertising message between these important stories.

FIVE EXCLUSIVE SPONSORS AND ONE MINI-TOWER SPONSOR!

EC&M is offering the opportunity to be one of only six sponsors of the *ElectricalZone* e-newsletter. Now, you have a new—and inexpensive—method to connect with the market. As a sponsor, your message and hotlink will be e-mailed to thousands of *EC&M* subscribers—and the list is growing! This special offer is limited and is available on a first-come, first-serve basis.



SPONSORSHIP RATES

One tower sponsorship and five sponsorships are available with each e-mail:

Premium (First Position): Banner at the top of the page and a 50-60 word text ad with hotlink at the beginning of the first department section. \$2,995 net per month.

Second-Fifth Sponsors: A text ad of maximum 50-60 words with hotlink at the beginning of a department section. \$1,995 net per month.

Exclusive Tower Sponsor: A 120 x 600 banner to the left of editorial text

DON'T MISS THIS OPPORTUNITY!

CONTACT PUBLISHER DAVID MILLER AT 312-840-8487

TO RESERVE YOUR SPACE.

*Publishers' own data, September 2008

Featured Sections of ElectricalZone

AROUND THE CIRCUIT

This section features late-breaking news items that are particularly interesting or beneficial to our readers.

PROJECT WATCH

This section showcases bid announcements and new project opportunities of interest to our engineering firm and contractor audiences.

ZONE EXCLUSIVES

This section presents a safety-related news item or tip.

SHOWS & EVENTS

This section provides summary information on upcoming electrical industry shows and events.

ElectricalZone reaches the entire electrical end-user market

More than 66,050+* electrical professionals who buy, specify or approve electrical products and services receive *ElectricalZone*. The e-newsletter reaches these electrical professionals:

- Contractors
- Plant/Facility Personnel
- Engineers



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Reserve Your Sponsorship Before It's Too Late!

Sponsorship of the *ElectricalZone* e-newsletter is available on a first-come, first-serve basis. To be one of six sponsors featured in each 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.

ELECTRICALZONE SPONSORSHIP INSERTION ORDER:

Signature _____ Date _____

Name _____

Title _____

Agency (if applicable) _____

Company Advertising _____

Billing Address, Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Indicate Primary, Second, Third, Fourth, Fifth, or Mini-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) with 50-60 words of copy (including Web hotlink) for your text ad. Please indicate to what Web site URL the banner should be linked.
- **Second-Fifth Sponsors:** Send 50-60 words or copy (including Web hotlink) for your text ad.
- **Tower Sponsor:** Send your banner 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
EC&M Ad Production Coordinator, Penton Media,
susan.winters@penton.com, (913) 967-7520.

Electrical Zone 2009 Launch Dates

Jan. 15	July 15
Jan. 30	July 31
Feb. 13	Aug. 17
Feb. 27	Aug. 31
March 17	Sept. 15
March 31	Sept. 30
April 15	Oct. 15
April 30	Oct. 30
May 15	Nov. 16
May 29	Nov. 30
June 15	Dec. 15
June 30	Dec. 30

**TO SUBSCRIBE TO ELECTRICALZONE, VISIT THE EC&M WEB SITE AND
CLICK ON THE ELECTRICALZONE LINK UNDER THE
E-NEWSLETTER'S HEADING IN THE LEFT-HAND COLUMN.
WWW.ECMWEB.COM**

**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.**