

PRODUCT NEWSWIRE

A MONTHLY PRODUCT SHOWCASE FROM EC&M'S ADVERTISERS

Send your product information to 63,960+* electrical professionals with the *EC&M Product NewsWire* e-mail.

Each month, *EC&M* sends out a product showcase Email to 63,960+* electrical professionals. *EC&M* will place an image of your product, a brief headline and description, and your URL link within the Email. Showcase your products and drive traffic to your Web site with the *EC&M Product NewsWire* e-mail.

To qualify for a value-added product placement in the *EC&M Product NewsWire* e-mail, you must be a 1/2-page or larger display advertiser in that month's regular issue. The product you present can be of your choosing. Non-advertisers may purchase product placement for just \$995 net per product.

Send Your Materials to:

electrical.group@penton.com by the 15th of the month preceding the issue (ex. January 15th for the February issue).

The subject line of your email should state "EC&M Product NewsWire" and contain:

- Digital image of your product: submit a maximum sized image — 200 pixels wide x 200 pixels high, total 10k, .gif or .jpg, 72 dpi (low-res)
- A two- to three-word headline
- 40- to 50-word description of your product
- URL link

Call Publisher David Miller at
312-840-8487 to showcase your product
in the *EC&M Product NewsWire* e-mail.



Product NewsWire 2009 Launch Dates

Jan. 5	July 6
Feb. 2	Aug. 3
March 2	Sept. 7
April 6	Oct. 5
May 4	Nov. 2
June 1	Dec. 7

Ad materials due by the 15th of the month preceding e-newsletter launch date.

EC&M
www.ecmweb.com

*Publisher's own data. September 2008