

Take advantage of *EC&M* and *Electrical Wholesaling's* diverse selection of offerings to expand your reach. These online opportunities give you the flexibility to shape an integrated program that best fits your needs.

### Reach Prospects in Real Time

Timing is critical. Our online marketing solutions can reach the right prospect, at the right time, with the right message.

By leveraging our expertise in e-mail and search-engine marketing, we are able to cultivate an audience of business decision-makers while they are researching products and services. *EC&M's* and *EW's* superior editorial provides buyers with the information they need to get their jobs done. Our advanced targeting capabilities allow you to focus your marketing message on prospects with the most interest in your offering.

### Web Site Advertising and Sponsorship

An ad on *ecmweb.com* combines IAB-certified placements and advanced ad management technology to provide the maximum visibility in any given industry segment. Our sponsorship opportunities combine the trust and authority of *EC&M* with action — the traffic you want, where you want it. Contact your Sales Representative for *Electrical Wholesaling* and *EC&M* Web opportunities.

### EC&M Rates

#### 1) Top Leaderboard Banner ..... 728x90

Attention-grabbing top banner position integrated into site's horizontal navigation bar. File size limit: 35k **\$49 net cpm**

#### 2) Premium Boom Box Banner ..... 300x250

Integrated right into the core of *EC&M's* freshest content, this premium banner provides impact with large creative options. File size limit: 35k **\$55 net cpm**

#### 3) Above-and-Below Fold Rectangular Banner ..... 180x150

This banner position is integrated into the center column's content, above-or-below the fold. File size limit: 35k **\$33 net cpm**

### One-Stop Technology Sponsorship Opportunity

Finding all the information on the hottest electrical topics has never been easier. *EC&M's* One-Stop landing pages quickly connect our readers with critical and timely news, commentary, research, and metrics on the most important electrical topics. And these focused, high-traffic pages open unique marketing opportunities for advertisers. You can be the sole owner of all of the advertising real estate on a One-Stop page, exclusively positioning your brand alongside specific, relevant content.

#### One-Stop Topics currently include:

- ▶ National Electrical Code (NEC)
- ▶ Power Quality
- ▶ Design/Engineering
- ▶ Construction
- ▶ Ops & Maintenance (Operations & Maintenance)
- ▶ Market Trends
- ▶ Product Depot
- ▶ Lighting
- ▶ Voice/Data/Video
- ▶ Grounding
- ▶ Training

#### One-Stop Sponsorships include:

Exclusive positions on One-Stop landing page & articles linking from One-Stop.

- ▶ Top Leaderboard (728x90): File size limit: 35k
- ▶ Premium Boom Box Banner (300x250): File size limit: 35k
- ▶ Rectangular Banner (180x150): File size limit: 15k

**Rates:** \$3,985 net per month, with minimum three-month commitment.

### Electrical Wholesaling Rates

#### 1) Top Leaderboard Banner ..... 728x90

Attention-grabbing top banner position integrated into site's horizontal navigation bar. File size limit: 35k **\$35 net cpm**

#### 2) Premium Banner ..... 180x150

Rotates throughout the site. Ad position is shared by up to 2 advertisers. File size limit: 35k **\$600 net/month**

#### 3) Tower Banner ..... 120x600

Rotates throughout the site. File size limit: 25k **\$25 net cpm**

#### 4) Navigation Bar Banner ..... 125x125

Rotates throughout the site. Exclusive banner. File size limit: 15k **\$525 net/month**

#### 5) Left Rail Banner ..... 120x240

Rotates throughout the site. Exclusive banner. File size limit: 15k **\$450 net/month**

# The Power of *EC&M* and *Electrical Wholesaling* Online

Product/Program	Features/Benefits						Promotional Benefits			
	Brand Awareness	Thought Leadership	Customer Education	Customer Retention	Lead Generation	Dedicated Email Invite	Group Promotion Email Invite	Website Exposure	E-Newsletter Exposure	Print Exposure*
Website Banner	X									
Introstitial	X									
Clickability Sponsorship	X									
Key Word Search Sponsorship	X									
One-Stop Sponsorship	X	X	X							X
Editorial E-Newsletters	X									
E-Postcard/E-Blast	X			X						
Custom Editorial E-Newsletter	X	X	X	X						
<i>EC&amp;M</i> University Tools of the Trade	X	X	X	X		X				X
<i>EC&amp;M</i> TV (Supplied Video)	X	X	X	X			X	X		
Online Contest	X		X	X	X	X		X	X	
Podcast	X	X	X			X		X	X	X
Supplied White Paper Program	X	X	X	X	X	X		X	X	
Ask The Expert	X	X	X	X			X	X	X	X
Webinar	X	X	X	X	X	X	X	X	X	X

\* House ads at publishers discretion

## Introstitial

As a sponsor, you enjoy an exclusive, premium position to reach our audience as they first enter our site to search for content. Your introductory message is launched and runs up to 10 seconds. **PRICE: \$3,680 (100% SOV, one sponsor per month, 2 week flight date) (EC&M and EW)**

## Clickability Sponsorship

Sponsors are given exposure next to the chicklets ("email this," "print this," or "to subscribe to a piece of content"). In addition, if the user chooses to utilize one of these, your message pops up in a leaderboard position, providing more exposure. If a user wishes to share the content via email, the "sent" email will also include a "sponsored by," giving even more exposure. If "Print this" is selected, the leaderboard and "brought to you by" message appears. **PRICE: \$867 net per month, three month minimum. (EC&M and EW)**

## Key Word Search

Your product and company's messages are delivered to customers and potential customers when and where they're most receptive - alongside related editorial content. Every time a reader views editorial content on our website that is related to your business, activities, products, or solutions, they will see your most relevant advertising and marketing content displayed via a related link.

## Ask the Expert

Ask the Experts provides sponsors with the opportunity to connect with *EC&M* or *EW* readers and become part of a broad network that is interested in your product. We promote your expertise to our audience through newsletters, website advertising and homepage navigation. Brand your company while providing answers to questions that industry professionals submit. **Price: \$2,585 net/month (EC&M) / \$1,285 net/month (EW)**

## Online Contest

An *EC&M* Online Contest will provide a unique opportunity to engage our website visitors through a fun and interactive pop quiz that we will build, host and maintain. Once the Q&A has been completed by the user, they will receive an email confirmation that they are entered into the contest. The incentive is a chance to win a sponsor provided prize in return for contact information. Sponsorship includes: Your company logo on *EC&M*'s homepage, a landing page with 3-5 questions and a promotional campaign that includes web, newsletters and eblasts. All registration leads will be provided to sponsor. **PRICE: \$8,465 net/month (EC&M) / \$3,970 net/month (EW)**

## White Paper

Share your knowledge and strengthen your brand while capturing leads through this highly informative offering. Promote and distribute your white papers, articles, industry research, newsletters, etc., to our audience, and we'll generate leads via our customizable registration forms. **PRICE: \$7,485 net/month (EC&M) / \$3,430 net/month (EW)**

## Webinar

Webinars are 60-minute online-sponsored events that cover a wide variety of industry-relevant and timely topics. Audiences have real-time interaction with senior executives and key industry leaders to discuss new solutions, best practices, and actual case studies. In addition to a comprehensive integrated marketing program, sponsors receive qualified leads, positive branding and increased thought-leadership. **PRICE: \$19,500 net/each (EC&M) / \$12,760 net/each (EW)**

## Podcast

Sponsor one of our editorial-driven podcasts. As a sponsor, you will receive a 30-second commercial plug at the beginning of the podcast, a promotional package reaching our online subscribers (sponsor logo included on all promotional efforts) and a banner ad that appears on the podcast player. **PRICE: \$5,179 net/month (EC&M & EW)**

## *EC&M* & *EW* TV

*EC&M* & *EW* TV allows your company to promote new products and programs utilizing existing videos. Leverage the power of video to attract the attention of viewers throughout the industry. Choose a 10-15 minute product video that is important for the industry to see, then send it along with a 728X90 leaderboard and URL to us and your done! **PRICE: \$2,485 net/month per video (EC&M) / \$1,285 net/month per video (EW)**

## Custom Editorial E-Newsletters

Are you looking for a high-impact marketing vehicle that drives people to your website? Our custom newsletters offer you a unique opportunity to be the exclusive sponsor and align your brand with valuable, focused content generated solely for the program. **PRICE: \$14,800 net (EC&M) / \$5,275 net (EW)**

## *EC&M* University Tools of the Trade

With our online audience of 70,000+ and the *EC&M* University brand, you can target key decision-makers and users with a customized educational message that you have written. All you need to provide is a 1,000-1,500 advertorial, a 468X60 banner and a 120X600 tower and we'll take care of the rest. Want to gain more leads? Add an additional registration page to collect information about the people who view your content. **PRICE: \$6,700 net (w/ \$1,200 for additional registration form) (EC&M only)**

## E-Postcard

Think of "Direct Mail Meets the Web"! Send your online direct mail piece to our targeted e-newsletter audience of 70,000+ and save the stamps! Your creative will appear above the fold in the recipients' email boxes and will include a front-to-back feature to post additional sponsor details. **PRICE: \$5,940 net (EC&M) / \$1,875 net (EW)**

Reach our targeted audiences by placing your advertising message within a timely, informative, contextual environment, carrying the latest industry news, trends, and information. *EC&M* and *EW* e-newsletters are a powerful way to provide direct, critical information to the electrical industry. As a sponsor of an e-newsletter, your advertising message and hotlink are e-mailed to thousands of electrical professionals.

E-newsletter sponsorships are limited and available on a first-come, first-serve basis. For availability and rate information, contact your District Sales Manager.



**ElectricalZone..... 2X/Month**

Features the top stories, news and events affecting the electrical industry. In addition, ElectricalZone highlights new bid announcements and project opportunities.

**1st Sponsor - \$2,995    Tower Sponsor - \$1,995**  
**2nd Sponsor - \$1,995    (monthly rate, 3-month min.)**



**CodeWatch..... 2X/Month**

Focuses exclusively on the National Electrical Code and sent on alternating weeks with ElectricalZone. Addresses changes in the Code, explains how to properly apply the Code, tests readers' knowledge of the Code and more. Bolstered by material from Code experts, this e-newsletter succinctly and thoroughly tackles the topics that frustrate and confuse electrical workers the most.

**1st Sponsor - \$2,995    Tower Sponsor - \$1,995**  
**2nd Sponsor - \$1,995    (monthly rate, 3-month min.)**



**Power Quality NewsBeat..... 2X/Month**

Addresses the needs of readers concerned about the quality and delivery of their power, and the stability of their power supplies.

**1st Sponsor - \$1,295    Tower Sponsor - \$1,295**  
**2nd Sponsor - \$995**



**Product Newswire ..... 1X/Month**

Showcases the newest products in the electrical industry. Each Product Newswire listing includes an image of your product, a headline, a brief description, and a link to your company's Web site.

**Value added to advertisers of 1/2 page or larger.**  
**\$995 per product for non-advertisers.**



**MRO Insider ..... 2X/Month**

Focusing on practical maintenance, repair, and operations topics, this e-newsletter challenges electrical professionals to improve their skill set and power up their operations & maintenance efforts. The newsletter targets electrical engineers, plant managers, maintenance engineers, facility and energy managers, maintenance supervisors, electricians and technicians that work in industrial, commercial, and institutional facilities.

**1st Sponsor - \$1,195    Tower Sponsor - \$895**  
**2nd Sponsor - \$695**



**E-Train ..... 2X/Month**

Informs electrical professionals about the latest training courses available in the industry to help them succeed on the job. Provides you with the opportunity to reach thousands of electrical professionals and increase attendance at your next training event.

**\$495 per course listing per month**



**Product Alert..... 1X/Month**

Showcases new products to thousands of opt-in e-mail subscribers. Half-page or larger display advertisers in *EW* can feature the product of their choice in Product Alert for the month their display ad runs in the regular *EW* print issue. Includes an image of your product, a brief headline and description, and your URL link within the e-mail.



**G-Biz..... 2X/Month**

Highlights the latest developments in the development, sale and installation of energy-efficient electrical products.

**1st Sponsor - \$1,295    Tower Sponsor - \$1,295**  
**2nd Sponsor - \$995    (monthly rate, 3-month min.)**