

electricITY

Official Publication of the Electric Association • Serving Chicagoland since 1926



International Award
Winning Magazine

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publication **ADVERTISE TODAY!**

For advertising information contact:

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Summer 2018

Fifth Annual NEW Product Section!

ElectriCITY is a magazine published four times a year for Electric Association members including:



Contractors

Distributors

Manufacturers

Members-at-large

The Women's Division

Consulting Electrical Engineers

NEMRA: Chicago-Chapter

Electric Golf Club of Chicago

Little Wheels Club of Chicago

Chicago Electrical
Estimators Association

ElectriCITY aids in the implementation of EA's mission statement:

To provide members of the electrical industry of Chicagoland and their employees with formal educational opportunities, professional development, information exchange, and member services.

and

To serve as the interface between various organizations serving the same industry, and foster the interchange of ideas, product knowledge, and programs in order to create the best external environment possible for conducting business in the electrical industry.

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Advertising Rates

Effective January 2017 (ad rates are net)

	1X	2X	3X	4X
Back cover, 4/c	2,125	1,850	1,610	1,400
IBC or IFC, 4/c	1,855	1,615	1,405	1,220
Full page	1,175	1,025	890	775
1/2 page	735	640	555	480
1/3 page	610	530	460	400
1/4 page	495	430	375	325
1/6 page	370	320	280	240

PROFESSIONAL CARD = \$350 (4 consecutive issues)

Color

One PMS color plus black \$200.00
 Four color inside pages \$400.00

Mechanical Requirements

Ad Dimensions (width by height in inches)

FULL PAGE 7.5 x 9.92
 1/2 PAGE Horizontal 7.5 x 4.875, Vertical 3.667 x 9.92
 1/3 PAGE Horizontal 3.6667 x 3.667, Vertical 2.47 x 9.92
 1/4 PAGE Horizontal 7.5 x 2.35, Vertical 3.667 x 4.875
 1/6 PAGE Horizontal 3.6667 x 3.2, Vertical 2.47 x 4.875

Trim size: 8.5" x 11" • Bleed: 9" x 11.5"

SUBMISSION REQUIREMENTS: All ads must be submitted electronically. Platform: Macintosh (preferred) or Windows. File Format: Press quality PDF, InDesign, Illustrator or Photoshop (if saved as .eps, .tiff or high res jpegs). Unsupported Formats: Ads created in other software programs must be converted to a high resolution (300 dpi) PDF file before submission. Any ads not submitted according to the above specifications could incur additional charges.

Design services are available. Please call for cost estimates.

Professional Card

Include your business in the "Professional Card" section of each issue of ElectricITY throughout the year, for the low cost of \$350 (includes production). Dimensions of a Professional Card are 3.667" wide x 1.09" high. Your advertisement can include your logo, slogan, and key information about your business. Ads will be listed alphabetically. **Sign up today!**

Circulation

ElectricITY is mailed to each member of the Electric Association, legislators, potential members of the Electric Association, newspaper editors, and other important people concerned with the electric industry.

Editorial Schedule

Spring Issue

Space Deadline: February 28, 2018
 Materials Due: March 7, 2018

Summer Issue

Space Deadline: May 2, 2018
 Materials Due: May 9, 2018

Fall Issue

Space Deadline: July 25, 2018
 Materials Due: August 1, 2018

Winter Issue

Space Deadline: October 24, 2018
 Materials Due: October 31, 2018



www.littlecreekpress.com

Little Creek Press provides custom book and magazine publishing. With over 20 years experience in publications we are committed to enhancing magazines with innovative design and fresh industry content.