

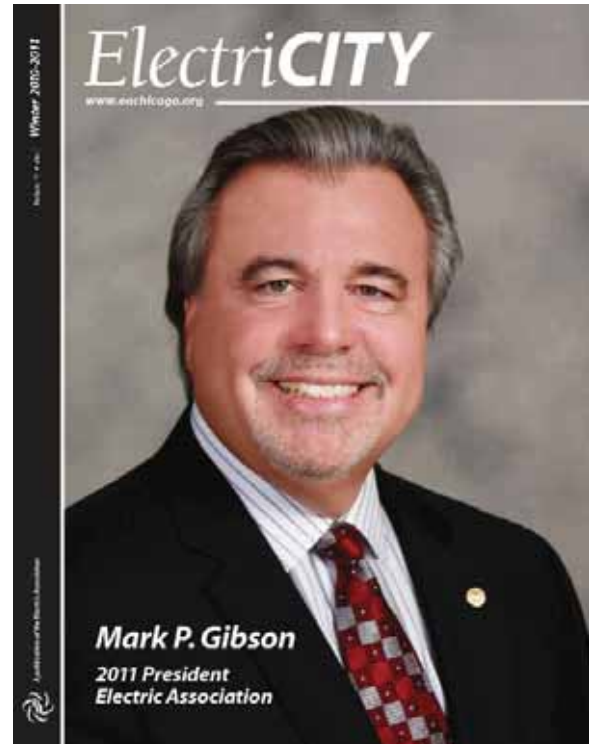
ElectricITY

Official Publication of the Electric Association | Serving Chicagoland since 1926

ElectricITY is a magazine published three times per year for Electric Association members, including contractors, distributors, manufacturers, members-at-large, consulting electrical engineers, the Women's Division, the Chicago Electrical Estimators Association,



the Electric Golf Club of Chicago, the Little Wheels Club of Chicago, and NEMRA: Chicago-Chapter.



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.

For advertising information contact:

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Advertising Rates

Effective January 2011 (ad rates are net)

	1X	2X	3X
Back cover, 4/c	1,940	1,690	1,470
IBC or IFC, 4/c	1,690	1,470	1,280
Full page	1,070	925	800
1/2 page	670	570	505
1/3 page	555	485	420
1/4 page	450	390	340
1/6 page	340	295	250

PROFESSIONAL CARD = \$300 (3 consecutive issues)

Color

One PMS color plus black \$200.00
Four color inside pages \$400.00
10% premium on b/w position requests, 1/2 page or larger
15% to recognized advertising agencies on space only.

Mechanical Requirements

Ad Dimensions (width by height in inches)

FULL PAGE. 7-3/8 x 9-7/8
1/2 PAGE. Horizontal 7-3/8 x 4-7/8, Vertical 4-7/8 x 7-3/8
1/3 PAGE. Horizontal 4-7/8 x 4-7/8, Vertical 2-3/8 x 9-7/8
1/4 PAGE. Horizontal 4-7/8 x 3-5/8, Vertical 2-3/8 x 7-3/8
1/6 PAGE. Horizontal 4-7/8 x 2-3/8, Vertical 2-3/8 x 4-7/8

Trim size: 8-3/8" x 10-7/8"
Bleed: 8-5/8" x 11-1/8"

SUBMISSION REQUIREMENTS: All ads must be submitted electronically. Platform: Macintosh (preferred) or Windows. Disk Format: CD or DVD. Please do not send ads by e-mail UNLESS you are e-mailing PDF files smaller than 5MB in size. File Format: Quark Xpress, InDesign (and 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.

Professional Card

Include your business in the "Professional Card" section of each issue of *ElectricITY* throughout the year, for the low cost of \$300 (includes production). Dimensions of a Professional Card are 3-5/8" wide x 7/8" 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: March 9, 2011
Materials Due: March 16, 2011

Fall Issue

Space Deadline: August 17, 2011
Materials Due: August 24, 2011

Winter Issue

Space Deadline: November 30, 2011
Materials Due: December 7, 2011