

Electrical Wholesaling[®] DISPLAY ADVERTISING RATES

Electrical Wholesaling

	1x	3x	7x	13x	19x	25x	36x
Spread	\$12,420	11,930	11,055	10,580	10,260	9,910	9,640
Page	6,205	5,965	5,525	5,290	5,130	4,955	4,820
2/3	4,650	4,470	4,140	3,950	3,835	3,725	3,595
1/2 Island	4,445	4,265	3,955	3,780	3,670	3,560	3,445
1/2 h. or v.	4,265	4,110	3,815	3,655	3,540	3,435	3,320
1/3	3,505	3,345	3,110	2,970	2,880	2,790	2,710
1/4	2,760	2,660	2,470	2,360	2,290	2,235	2,165

EW Color Rates

2-color, spread	\$1,730
2-color, page	\$990
Match color, spread	\$3,035
Match color, page	\$1,735
3/4-color, spread	\$3,690
3/4-color, page	\$2,135

EW Classified Rates

	1x	6x	12x
Per Inch	\$150	\$145	\$140
Per Line (10 line minimum)	\$15.10	\$14.35	\$13.60
2nd Color	\$165	Online Classified/ Recruitment	
Reader Service No.	\$56.00	\$2.00 per word (20 Word minimum)	

Cover Rates

Cover II	\$10,475
Cover III	\$9,890
Cover IV	\$11,095

Online Opportunities: To find out about the advantages of advertising on our magazine's Web sites, please call your District Sales Manager or visit: ewweb.com/advertising

Inserts: Rates for gatefolds, furnished inserts and business reply cards are available upon request. Please call (312) 840-8441 for more information.

Bleed: No charge for bleed on full-page or larger black-and-white or color advertisements.

*Demographic options available contact your District Sales Manager

NOTE: All rates are gross

visit us online at ewweb.com/advertising

SHIPPING INSTRUCTIONS & MECHANICAL SPECS

Mechanical Specifications

Digital Ad Specifications

Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines:

Preferred Applications:

QuarkXpress™, Adobe InDesign®

Photos: 300 dpi, actual size, CMYK color model, .tif or .eps format.

Illustrations:

800 dpi minimum for line art; CMYK color model; .eps format with color preview.

Fonts:

Send screen and printer fonts for use in producing the ad. On illustrations it is recommended to convert text to outline before saving as .eps.

Lettering:

Reproduce all reverse lettering with a minimum of colors using key color for shape of letter and making letter in subordinate colors larger to reduce register problem. Type smaller than 8 point with fine serifs should be avoided.

Line Screen:

133-line screen recommended, but not to exceed 150;
120-line screen recommended for black and white halftones.

Tone Value:

Sum percentages for four-color process art is recommended at 265%; per SWOP, total density should not exceed 300%; required value of over 85% for any one color should be made solid.

Proofs:

Laser printout or .pdf required to show elements; a SWOP-certified proof is recommended for color critical content. Accurate reproduction cannot be guaranteed without an accompanying proof.

Media:

Mac or IBM CD, Zip 100; electronic transfer via email or FTP.

For complete preparation guidelines, please visit www.pentondigitalads.com or contact the publication Production Coordinator.

General Specifications

Printing Method: Web Offset

Binding: *Electrical Wholesaling*—saddlestitched

Paper: Cover printed on 70-lb. Coated offset; text printed on 36-lb. Coated groundwood offset

Ink: SWOP standard and four-color process

Maximum Ad Dimensions

Publication Trim Size: 7^{3/4}" x 10^{3/4}"

	Non-Bleed	Bleed
2-Page Spread	14 ^{7/8} " x 10"	15 ^{7/8} " x 11"
Full Page	6 ^{7/8} " x 10"	8" x 11"
2/3 Page	4 ^{3/8} " x 10"	4 ^{7/8} " x 11"
1/2 Page Spread	15" x 4 ^{7/8} "	15 ^{7/8} " x 5 ^{1/2} "
1/2 Page H	6 ^{7/8} " x 4 ^{7/8} "	8" x 5 ^{1/16} "
1/2 Page V	3 ^{1/4} " x 10"	3 ^{7/8} " x 11"
1/2 Page Island	4 ^{3/8} " x 7 ^{1/4} "	5" x 8"
1/3 Page V	2 ^{1/8} " x 10"	
1/3 Page Square	4 ^{3/8} " x 4 ^{7/8} "	
1/4 Page	3 ^{1/4} " x 4 ^{7/8} "	
1/6 Page	2 ^{1/8} " x 4 ^{7/8} "	

NOTE: Critical ad content must be kept at least 1/4" from all trims. Spread ads should keep critical content 1/4" from both sides of gutter.

Insert Specifications

Insert Size:

Preprinted inserts should be furnished as 8 x 11" (206 x 281 mm). When perfect bound, inserts will trim 1/8" (4.75 mm) from head, 1/8" (3.175 mm) from gutter, face and foot. Keep critical matter 1/4" (6.35 mm) from all sides. Inserts greater than two pages should be furnished folded. Contact advertising production coordinator for maximum stock weight, required quantities, deliver deadlines, gluetipping/magna stripping options and specifications, and shipping information.

Insert Printing

Electrical Wholesaling is pleased to provide advertisers with competitive printing quotations for all inserts. Details of printing quotations can be obtained through your Regional Sales Manager.

Shipping Instructions

Space orders, insertion instructions, correspondence, proofs, copy, artwork and offset materials should be sent with publication name and issue date to:

Advertising Coordinator - *Electrical Wholesaling*
9800 Metcalf Avenue
Overland Park, KS 66212-2216
Attn: Production Department
Fax (913) 514-7521 • Phone (913) 967-7520

CONTRACT RULES & SPECIFICATIONS

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media Inc. ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials. [ALTERNATIVE LANGUAGE: Liability for failure to publish an advertisement or for an error in any advertisement published shall be limited to a "make good" on such advertisement.]

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and this rate card, the term "Publisher" shall refer to *EC&M* and *EW* and its parent company.

COVER POSITIONS: (See published rates.) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

SPECIAL POSITIONS: In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

BLEED CHARGE: Add 10% on space and color.

LATE COPY POLICY: Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

COPY CHANGES: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

CONVERSION/HANDLING CHARGES: Conversion to Publisher's requirements will be billed at Publisher's cost.

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Wholesaling**
ewweb.com

visit us online at ewweb.com/advertising