



PRODUCT ALERT

A MONTHLY PRODUCT SHOWCASE FOR **ELECTRICAL WHOLESALING'S** ADVERTISERS

Send your product information to 18,354¹
Electrical Wholesaling e-mail subscribers with
the **Product Alert** Email.

On the first Monday of each month, *Electrical Wholesaling* will send out a product-oriented email to our opt-in email subscribers. *EW* will place an image of your product, a brief headline and description, and your URL link within the email.

To qualify for your value-added product placement in the *EW* Product Alert email, 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 in the *EW* Product Alert for just \$525 net per product.

Send Your Materials to:

electrical.group@penton.com by the 25th of the month preceding the issue (ex. January 25th for the February issue).

The subject line of your email should state "Electrical Wholesaling Product Alert" 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 your District Sales Manager or David Miller at 312-840-8487 to showcase your products in the *Electrical Wholesaling* Product Alert Email.

**Electrical
Wholesaling**