

Electrical Wholesaling

Take Five! Podcast Series

Electrical Wholesaling is excited to introduce the *Take Five!* Podcast Series.

Take Five! with Electrical Wholesaling is a series of free podcasts brought to you by *Electrical Wholesaling*. Each podcast is promoted to the readers of *Electrical Wholesaling* and provides our audience with educational information on important issues facing the electrical industry. Our upcoming podcasts in 2011 will cover topics in Solar, Electric Vehicles, LED Lighting and more. Don't miss this exciting opportunity to brand your company as an industry thought leader by sponsoring educational content delivered by *Electrical Wholesaling* Chief Editor, Jim Lucy!

Schedule

Sneak Preview on Top 200 Electrical Distributors

Podcast Air Date: June 7, 2011

The Five Things You Need to Know to Sell LEDs

Podcast Air Date: July 6, 2011

Can Solar Power Your Business?

Podcast Air Date: August 2, 2011

Electrical Market 101: EW's 2011 Electrical Pyramid

Podcast Air Date: September 6, 2011

What You Really Need to Know About Electric Vehicles

Podcast Air Date: October 4, 2011

Electrical Wholesaling 2012 Electrical Market Forecast

Podcast Air Date: November 8, 2011

Distribution Software Review

Product Air Date: December 6, 2011

This podcast series will help industry professionals learn about the biggest players in the electrical wholesaling industry, important things they need to know to effectively promote, market and sell some of the most exciting products to hit the electrical market in years, emerging market channels, the latest developments in software packages for electrical distributors and more. Don't miss this opportunity to sponsor *Take Five! with Electrical Wholesaling* and brand your company as a thought leader in the industry.



Sponsorship Details

- Two sponsors accepted for each podcast. (Series sponsorship available)
- Banner placement on the podcast player and landing page.
- Logo placement in promotional efforts to *Electrical Wholesaling's* audience.
- 15 to 30 second sponsor message at the beginning of the podcast.
- Each podcast is archived on *Electrical Wholesaling's* site for three months.

Price: \$3,995 net/podcast

or \$19,995 net/series

Contact your sales representative for more information today!

**National Sales Manager
Southeast/Southwest U.S.**
Vince Saputo
(770) 618-0106
vincent.saputo@penton.com

Midwest U.S.
Steve Lach
(708) 460-5925
steve.lach@penton.com

Western U.S. & Western Canada
Jim Carahalios
(303) 697-1701
james.carahalios@penton.com

**Northeastern U.S.
& Eastern Canada**
David Sevin
(401) 246-1903
david.sevin@penton.com

Europe
Richard Woolley
+44-1295-278-407
richardwoolley@btclick.com

Japan
Yoshinori Ikeda
+81-3-3661-6138
pbi2010@gol.com