

# electroindustry

## 2020 MEDIA KIT

[nema.org/advertise](http://nema.org/advertise)

*Connect with key decision-makers  
in the U.S. electrical supply chain*





## The Voice of the Electroindustry

The National Electrical Manufacturers Association (NEMA) is the leading trade association of electrical equipment and medical imaging manufacturers. Our 325 Member companies make safe, reliable, and efficient products and systems. By partnering with NEMA, you'll reach decision makers in seven major end markets, including:

- Building Infrastructure
- Building Systems
- Industrial Products & Systems
- Lighting Systems
- Medical Imaging
- Transportation Systems
- Utility Products & Systems

### Reach Key Decision Makers with an Integrated Marketing Strategy

The NEMA suite of print, digital, and in-person opportunities provide advertisers and sponsors a reach of more than 22 million impressions annually.



**81,000**

Standards downloads



**68,000**

Opt-in subscribers to  
*electroindustry* Magazine and *eIXtra*



**2.2 million**

Web and social views

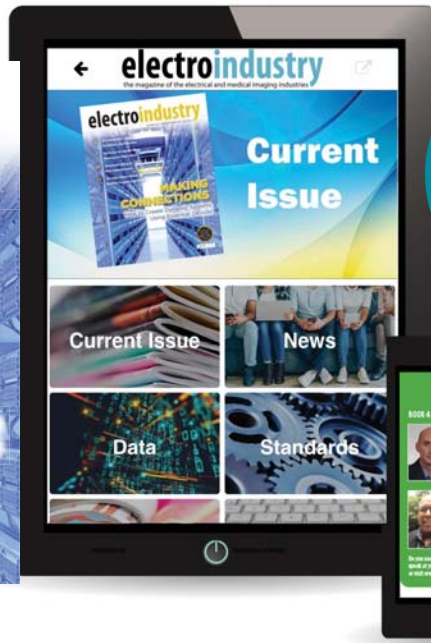
### We're Here to Help

To help develop a marketing package that will deliver results, please contact Travis Yaga at 717.430.2021 or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com).

# electroindustry magazine



2019 & 2018  
Hermes Award  
2018 AM&P  
EXCEL Award  
2017 Azbee Award



41,000  
OPT-IN  
CIRCULATION



*electroindustry* is the NEMA award-winning bimonthly magazine. A must-read for industry leaders, every issue of *electroindustry* features in-depth analyses of pressing issues and developments, keeping readers apprised of legislative and regulatory updates, electrical and Standards trends, and activities of NEMA and its Member companies.

## READERS BY JOB FUNCTION

59% **Technical**

- Engineer
- Electrical contractor/distributor
- Inspector
- Information technologist
- Medical imaging professional
- Economist/analyst/statistician

41% **Business**

- Manager/director
- Sales
- Executive
- Government employee
- Marketing/communications
- Purchasing agent

## ACTIONS TAKEN

**58%**  
researched a product

**40%**  
discussed/forwarded item

**30%**  
contacted advertiser/  
purchased product

## COMPANY TYPE

- **27%** Manufacturing
- **21%** Construction
- **10%** Government
- **8%** Product Distribution
- **7%** Education
- **7%** Public Utility
- **3%** Mining
- **3%** Transportation
- **1%** NGO/Association
- **1%** Real Estate

## PURCHASING POWER

**88%**  
are involved in purchasing decisions

- 66% have final or significant purchasing authority

**28%**  
have an annual budget of \$50,000+ for purchasing components, equipment, and services

Source: *electroindustry* Magazine Readership Survey, Fall 2019

## electroindustry

### MARCH/APRIL

Space: 2/7/20

Artwork: 2/14/20

**Bonus Distribution:** *LightFair*

### Connected Lighting

- Non-energy benefits of connected lighting
- Lighting technologies of the future
- Energy efficiency for LEDs
- Compatibility and interoperability

### MAY/JUNE

Space: 4/8/20

Artwork: 4/15/20

### The Internet of Transportation

- Cybersecurity
- SMART Cities and connected transportation
- Micromobility as the future of urban transportation

### JULY/AUGUST

Space: 6/4/20

Artwork: 6/11/20

### Energy Management

- Managing energy in the home, as well as in commercial and industrial spaces
- Workplace and school safety
- Disaster recovery
- Communication systems

### SEPTEMBER/OCTOBER

Space: 7/30/20

Artwork: 8/11/20

### Improving the Manufacturing Process

- Using machine learning and AI to improve manufacturing processes
- Robotic assistance: the growing use of drones, robots and cobots in manufacturing and distribution
- Complexity of global requirements and regulations

### NOVEMBER/DECEMBER

Space: 10/5/20

Artwork: 10/12/20

**Bonus Distribution:** *NEMA Annual Meeting; RSNA Annual Meeting*

### Increasing Productivity in Manufacturing

- How manufacturers train new people
- Combatting counterfeiting
- Confronting trade issues
- Education for contractors and engineers

*Editorial calendar is subject to change.*

# print rates + specs

## electroindustry Ad Rates

4-Color Only	1x	3x	6x
2-page Spread	\$6,485	\$6,080	\$5,185
Full Page	\$3,895	\$3,675	\$3,560
2/3 Page	\$2,960	\$2,865	\$2,815
1/2 Page	\$2,690	\$2,580	\$2,525
1/3 Page	\$2,180	\$2,050	\$2,015
1/6 Page	\$1,785	\$1,760	\$1,735

Premium	1x	3x	6x
Cover 2	\$4,560	\$4,375	\$4,150
Cover 3	\$4,345	\$4,135	\$3,945
Cover 4	\$5,245	\$5,080	\$4,560
Opposite Contents	\$4,090	\$3,885	\$3,580

### Cover Rates

Covers are four-color only. Cover rates include all charges for color and bleed. Priority for covers will be given to 6-time contracts.

### Short Rates

Advertisers will be short-rated if, within 12 months of the date of their first insertion, they do not use the amount of space upon which their billings have been based. Frequency rate breaks are available at the time of the earned rate only. Proper notification will be given of any rate change.

## Reach Your Customers

### NEMA Advertising Sales

The YGS Group

Travis Yaga

Phone: 717.430.2021

travis.yaga@theygsgroup.com

## Ad Specifications

Ad Size	Width	Height
2-page Spread	17"	10.875"
Full Page Bleed	8.75"	11.125"
Full Page No Bleed	7.5"	9.875"
2/3 Page Horizontal	7.5"	6.5"
2/3 Page Vertical	4.875"	9.875"
1/2 Page Horizontal	7.5"	4.875"
1/3 Page Square	4.75"	4.75"
1/3 Page Vertical	2.375"	9.875"
1/6 Page Horizontal	4.875"	2.375"
1/6 Page Vertical	2.375"	4.875"

**Publication Trim Size:** 8.5 x 10.875"

**Bleed:** Add 0.125" beyond trim

Ads will be accepted in the above dimensions only. There is a 35% charge, plus cost, for alterations to materials not meeting specifications.

- TIFF, EPS, or print-ready PDF file required.
- NEMA does not accept film or any native application file formats (Quark, MS Word, PageMaker, etc.).
- TIFF images should be 300 dpi min. for halftones, 1200 dpi for line art.
- EPS files should be 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 dpi or better and all fonts must be embedded.
- Submit artwork to **sendmyad@theygsgroup.com**



# Lead generation



## Save Up to 40% with a Custom NEMA Advertising Package

NEMA offers an integrated solution that combines print, digital, and events to help you reach the largest number of decision makers in the U.S. electrical supply chain. Tell us your marketing goals, and we'll craft a custom package catered to your unique needs. The more you advertise, the more you'll save!

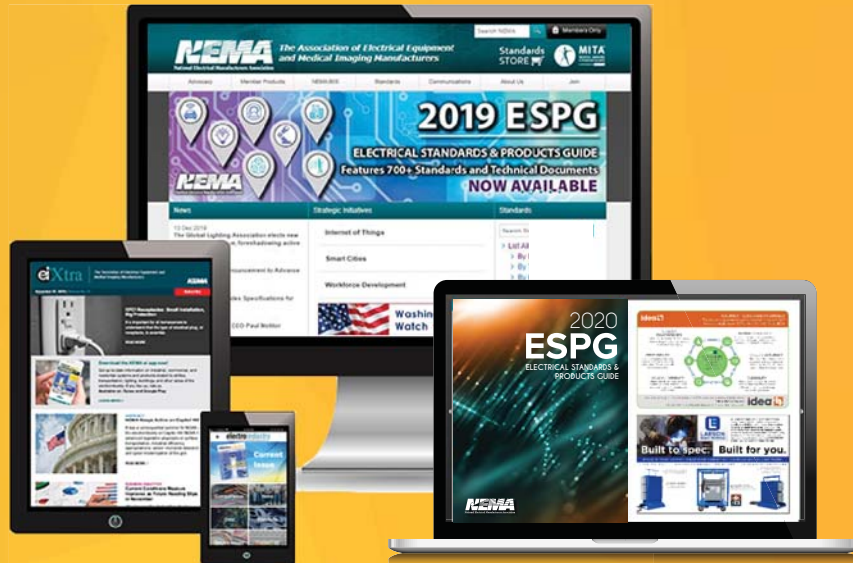
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### Sample Lead Generation Package:

- Print advertising in *electroindustry* magazine
  - Sponsorship of the *electroindustry* mobile app
  - Banner advertising on [nema.org](http://nema.org)
  - Sponsored content placement in *eiXtra* e-newsletter
  - Advertising in the *Electrical Standards and Products Guide*
  - Additional advertising discount(s)
- 

### Let's Get Started

Contact Travis Yaga at 717.430.2021 or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com) to start building your custom marketing package!



## Deliver Results with NEMA

From [nema.org](http://nema.org) to the *electroindustry* app, NEMA offers five digital opportunities to reach your target audience and marketing goals.

### 1) ELECTROINDUSTRY APP

Increase your visibility by becoming an official **Publishing Partner** of the *electroindustry* app! Partners receive logo recognition in the email alerting readers of the latest content, as well as recognition in the mobile app. Call today for a demo and more information.

2018  
AM&P  
Gold

### 2) NEMA.ORG

The NEMA website is the portal to electroindustry information, providing comprehensive data for all NEMA electrical product categories. In addition to a powerful search engine, [nema.org](http://nema.org) helps users stay engaged with the industry and association. **17.6 million pageviews per year, 42,000+ unique visitors per month.**

2018  
Hermes  
Platinum

### 3) EIXTRA E-NEWSLETTER

*eXtra* is published electronically every other week with a circulation of **32,000**. It covers technological advances; Member news, M&As, and awards; manufacturer, regulatory, and policy updates; standardization trends; business indices; and more.

2018  
Hermes  
Gold

### 4) STANDARDS SPOTLIGHT

*Standards Spotlight* is a weekly e-newsletter sent to **11,000 downstream users** of NEMA Standards, including consulting engineers, designers, specifiers, inspectors and electrical contractors.

### 5) ELECTRICAL STANDARDS & PRODUCTS GUIDE (ESPG)

The ESPG lists electrical products and NEMA Standards, product categories, and the Member manufacturers of those products. Published online, the ESPG has a circulation of **41,000**. Upgrade your company listing and reserve your ad space today.

# electroindustry app



## Sponsor the ei App for iOS and Android

The *electroindustry* magazine app provides readers with on-the-go content that is optimized across all mobile devices. Become a Publishing Partner and receive logo recognition in the email alerting readers of the latest content, as well as recognition on the homepage of the app.

Publishing Partner Sponsorship	Per Month
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Includes logo recognition in the mobile/tablet apps and e-mail blast to readers.

\$2,000



*\*Rates are per month. Minimum buy of three months.*

### Reach Your Customers

#### NEMA Advertising Sales

The YGS Group  
Travis Yaga  
Phone: 717.430.2021  
travis.yaga@theygsgroup.com

#### Production Contact

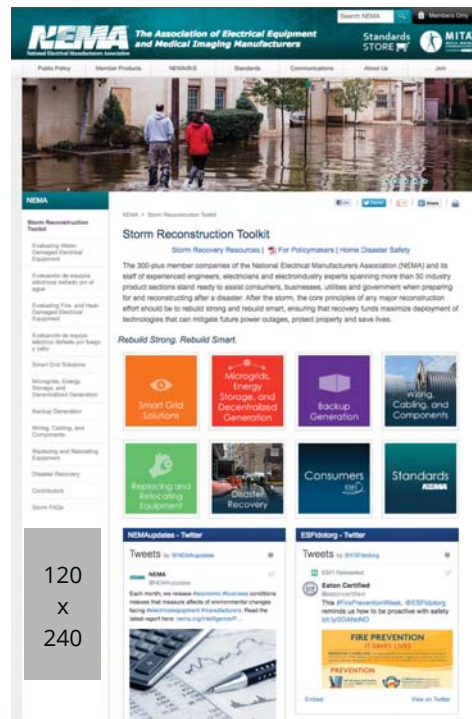
Send company logo to  
[sendmyad@theygsgroup.com](mailto:sendmyad@theygsgroup.com)



[Homepage]



[Interior Page]



**17.6 Million Impressions**  
**42,000+ Unique Monthly Visitors**

nema.org is one of the most visible and cost-effective ways to market your products and services. Build brand exposure and start driving customers directly to your company's website today!

Ad Size	Homepage	Run-of-site
120 x 240	\$35 CPM*	\$30 CPM*

\*30-day rate. Minimum buy of 25,000 impressions

**Reach Your Customers**

Contact Travis Yaga at 717.430.2021  
 or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com).

**Deadlines**

Space and artwork due 10 business days prior to launch date.

**Ad Specifications**

Ads will be accepted in the correct dimensions only. There is a 35% charge, plus cost, for alterations to materials not meeting specifications.

- JPEG or GIF format only.
- Third-party tags are accepted.
- File size limit is 40k.
- Animations are accepted with a maximum looping restriction of three times.
- Advertiser must supply a URL link for the ad.
- Proof of publication available upon request.
- Send ad materials to **sendmyad@theygsgroup.com**

# eiXtra e-newsletter

AD 468 x 60

**eiXtra** The Newsletter of Electrical Equipment and Medical Imaging Manufacturers **NEMA**

November 27, 2019 | Volume No. 11

[Subscribe](#)

**GFCI Receptacles: Small Installation, Big Protection**

It is important for all homeowners to understand that this type of electrical plug, or receptacle, is essential.

[READ MORE >](#)

**Download the NEMA eiXtra app now!**

Get up-to-date information on industrial, commercial, and residential systems and products related to utilities, transportation, lighting, buildings, and other areas of the electroindustry. If you like us, rate us.

Available on iTunes and Google Play

[LEARN MORE >](#)

**ADVOCACY**

**NEMA Keeps Active on Capitol Hill**

It was a consequential summer for NEMA and the electroindustry on Capitol Hill. NEMA has advanced legislative proposals on surface transportation, industrial efficiency, appropriations, carbon monoxide detection, and cyber modernization of the grid.

[READ MORE >](#)

**BUSINESS ANALYTICS**

**Current Conditions Measure Improves as Future Reading Slips in November**

After two months of straddling the line between signaling growth or slowdown, the EBCI current conditions component moved firmly into growth territory with a nearly 9 point increase from last month's score to 58.8.

[READ MORE >](#)

**AD 180 x 150**

**From the Chair | Raj Batra**

Unless a washing machine is zapped or an overhead light fizzes out, most people don't notice the electrical infrastructure at home or work that powers and enables their modern lives.

[READ MORE >](#)

**STANDARDS SPOTLIGHT**

**New Standard Covers Electric Vehicle Charging Through Networks**

EV Charging Network Interoperability Standard—A Contactless RFID Credential for Authentication (UR Interface) addresses the credentials part of a complex standardization system allowing electrical vehicle (EV) drivers to recharge their vehicle batteries across different EV charging networks.

[READ MORE >](#)

**NEMA NEWS**

**BOOK-A-SPEAKER**

**Need a Speaker?**

NEMA Industry Director Utility Products and Systems **Jonathan Stewart** can discuss grid modernization, workforce development, Standards and conformity assessment. Contact [book-a-speaker@nema.org](mailto:book-a-speaker@nema.org) or visit [www.nema.org/book-a-speaker](http://www.nema.org/book-a-speaker).

[LEARN MORE >](#)

**NEMA**

eiXtra is a monthly e-newsletter for electroindustry professionals summarizing key manufacturer, standardization, and regulatory news. NEMA does not sell or release subscriber's personal information and will never willfully disclose individually identifiable information to any third party without first receiving your permission.

© 2019 National Electrical Manufacturers Association | [Privacy Policy](#)

AD 468 x 60



**Circulation: 32,000**  
**Average Open Rate: 16%**

The NEMA eiXtra e-newsletter delivers valuable industry news every other week to 32,000 subscribers. Take advantage of our new sponsored content placement to deliver maximum ROI.

Ad Size	2x	4x	6x
Top Banner 468 x 60	\$950	\$855	\$800
Bottom Banner 468 x 60	\$750	\$675	\$635
Sponsored Content (includes 180 x 150 ad)	\$950	\$855	\$800

\*Rates are per issue. Minimum buy of two issues.

### Deadlines

Space and artwork due 10 business days prior to launch date.

### Ad Specifications

Ads will be accepted in the correct dimensions only. There is a 35% charge, plus cost, for alterations to materials not meeting specifications.

- JPEG or GIF format only.
- File size limit is 40k.
- For sponsored content, please submit a headline, body (250 characters with spaces), and URL link(s).
- Advertiser must supply a URL link for the ad.
- Proof of publication available upon request.
- Send ad materials to **sendmyad@theygsgroup.com.**

### Reach Your Customers

Contact Travis Yaga at 717.430.2021 or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com).

# standards spotlight

**Standards Spotlight**  
Gain the NEMA Advantage

**NEMA**

**New Standard Provides Specifications for Street Lighting**

*Luminaires Four-Pin Extension Module and Receptacle—Physical and Electrical Interchangeability and Testing* provides mechanical and electrical specifications for interfacing street and area lighting with controls and sensor accessories.

This Standard was developed for use by roadway and area lighting manufacturers, municipalities, and utilities.

It is available for \$30 in hard copy and electronic download.  
[Learn more](#)

Explore the NEMA Standards Store | Follow us: [f](#) [t](#) [i](#) [v](#)

**Download the NEMA e1 app now!**  
Get up-to-date information on standards in the electroindustry.  
[LEARN MORE](#)

**NEMA Subscriptions**  
Tame the cost & complexity of standards management across your entire organization.  
[LEARN MORE](#)

**2019 ESPG**  
**NEMA Standards Catalog**  
Click here to view the 2019 NEMA Electrical Standards & Product Guide.  
[LEARN MORE](#)

275 x 200

National Electrical Manufacturers Association  
1320 North 17th Street, Suite 900  
Arlington, Virginia 22209  
USA  
www.nema.org

Copyright © 2019 NEMA. All rights reserved.  
Unsubscribe

**Circulation: 11,000**  
**Average Open Rate: 15%**

Sent weekly, *Standards Spotlight* showcases the latest published Standards to 11,000 downstream users, including consulting engineers, designers, specifiers, and electrical contractors. Rate includes an exclusive ad placement in two issues.

Ad Size	Weekly Rate
275 x 200	\$500

**Deadlines**

Space and artwork due 10 business days prior to launch date.

**Ad Specifications**

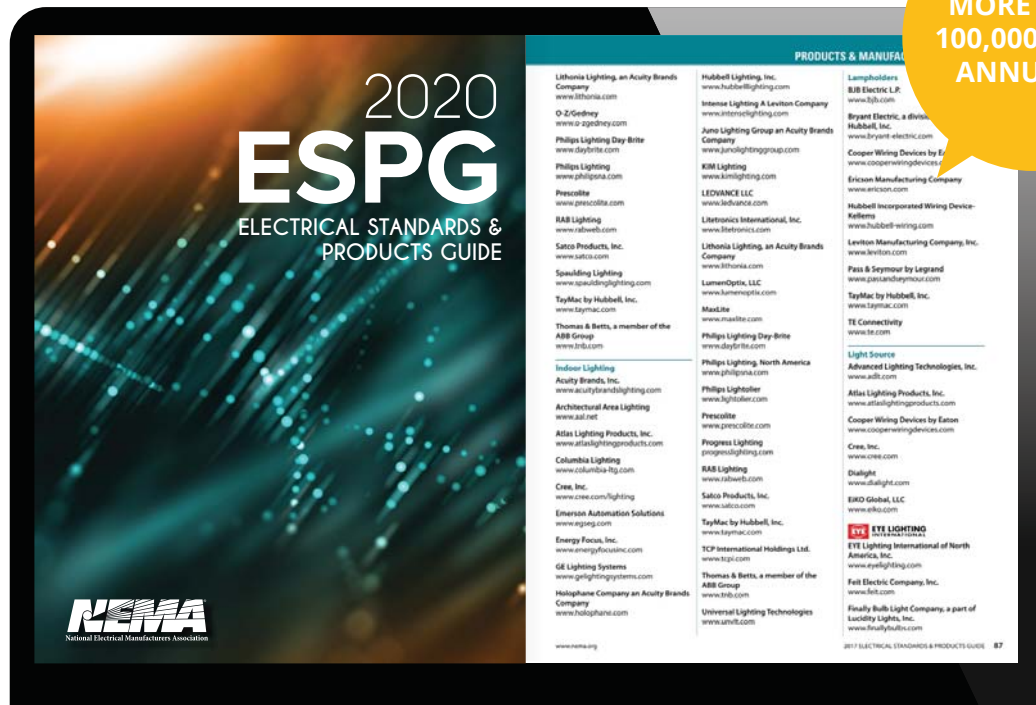
Ads will be accepted in the correct dimensions only. There is a 35% charge, plus cost, for alterations to materials not meeting specifications.

- JPEG or GIF format only.
- File size limit is 40k.
- Advertiser must supply a URL link for the ad.
- Proof of publication available upon request.
- Send ad materials to **sendmyad@theygsgroup.com.**

**Reach Your Customers**

Contact Travis Yaga at 717.430.2021  
or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com).

# 2020 standards catalog



**MORE THAN 100,000 VIEWS ANNUALLY**

## Electrical Standards & Products Guide

4-Color Only	Members	Non-Members
2-page Spread	\$6,175	\$6,915
Full Page	\$3,710	\$4,155
2/3 Page	\$2,820	\$3,245
1/2 Page	\$2,560	\$2,865
1/4 Page	\$2,075	\$2,345
1/6 Page	\$1,700	\$1,905

Premium Positions	Members	Non-Members
Cover 2	\$4,345	\$4,865
Cover 3	\$4,140	\$4,635
Cover 4	\$4,995	\$5,595
Opposite Contents	\$3,895	\$4,360

Logo Listings	Members	Non-Members
First Category	\$370	\$475
Additional Category	\$185	\$235

### Ad Specifications

ESPG ad sizes and specifications are the same as *electroindustry* magazine. Please see page 5 of the media kit for more information.

Submit ad materials to [sendmyad@theygsgroup.com](mailto:sendmyad@theygsgroup.com).

### Reach Your Customers

The YGS Group  
 Travis Yaga  
 Phone: 717.430.2021  
[travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com)



## NEMA Leadership 2020 Forum

*July 2020, Arlington, Virginia*

The NEMA Leadership Forum is designed to help attendees learn more about NEMA, its strategic direction, and ways to expand collaboration and leadership skills. Topics include:

- Evolving electroindustry trends and how to seize opportunities for industry growth
- Strategies for skillful collaboration, innovatively addressing minority viewpoints
- Upgrading procedures to effectively produce and manage industry Standards and value-added technical documents
- Using NEMA Government Relations to influence policy at all levels
- Applying unique NEMA business analytics to drive profitability
- Getting connected to the digital world via NEMA Communications

For more information, contact Travis Yaga at 717.430.2021 or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com).

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## NEMA Annual Meeting

*November 11-12, 2020, PGA National Resort & Spa, Palm Beach Gardens, Florida*

The NEMA Annual Meeting is an intimate occasion for the U.S. electroindustry C-Suite to discuss important trends, hear from topical experts, and expand their networks. As a sponsor, you will secure opportunities to reach a critical demographic as well as gain unprecedented access to senior level executives and leaders in the electrical equipment and medical imaging industries.

To learn more about sponsorship opportunities, contact Kristin Ballance, Sponsorship Manager, at [Kristin.Ballance@nema.org](mailto:Kristin.Ballance@nema.org).

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## Wire and Cable Industry Forum

*Date TBD*

The NEMA Wire and Cable Industry Forum is where electroindustry executives from the leading North American wire and cable manufacturers and material suppliers convene to explore the economic trends, international trade developments, and government policy actions that impact the industry, as well as technical advancements shaping today's rapidly changing marketplace.

At the NEMA Wire and Cable Industry Forum, wire and cable manufacturing executives can meet with trade agencies and other guests to identify approaches to trade that benefit American jobs, economic growth, and increase international competitiveness.

For more information, contact Travis Yaga at 717.430.2021 or [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com).

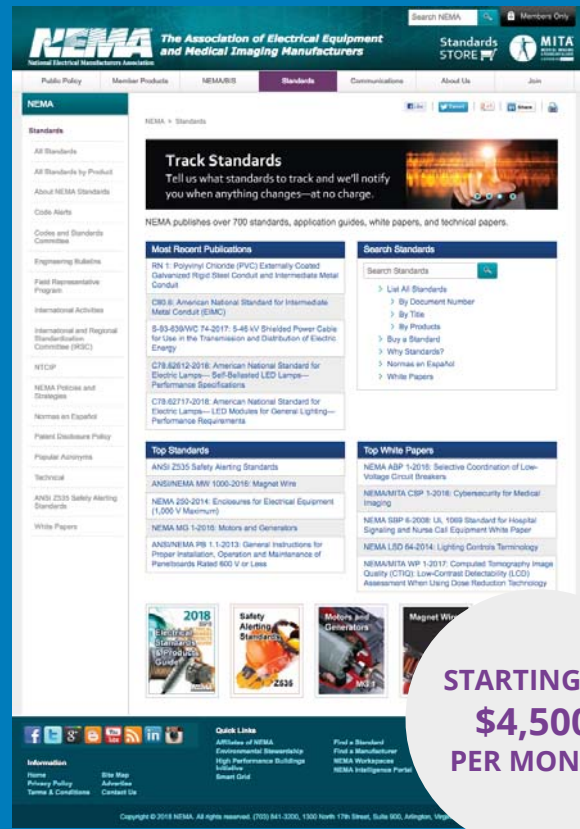


# additional opportunities

## NEMA Standards

NEMA Standards play a key part in the design, production, and distribution of products destined for both national and international commerce. More than **81,000 NEMA Standards documents** are downloaded each year and visitors can search for what they need by document number, title or product.

**Reach this audience!** When you become a sponsor of NEMA Standards, your ad will appear next to the document download. Contact Pat Price at [pprice@townsend-group.com](mailto:pprice@townsend-group.com) for more information.



STARTING AT  
**\$4,500**  
PER MONTH

## NEMAcasts

NEMAcasts are a great opportunity for you to stay in front of the ever-growing and ever-changing electrical manufacturing industry.

### This exclusive sponsorship opportunity includes:

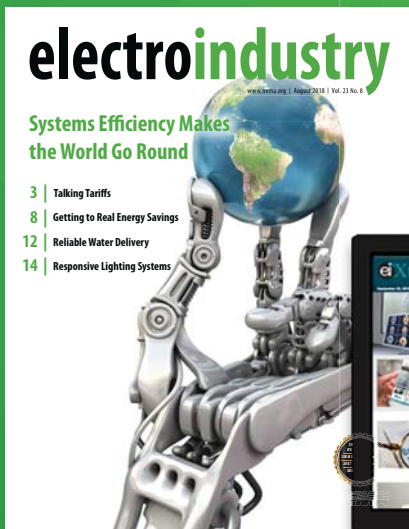
- Company audio recognition in the beginning and end of each NEMAcast
- Company logo in and banner ad in the NEMAcast website
- Further company sponsorship recognition on YouTube and iTunes through NEMAcast's added distribution
- Recognition in the NEMA e-newsletter *eiXtra*

Contact Travis Yaga at [travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com) to inquire about pricing and for more information about our 2020 schedule.

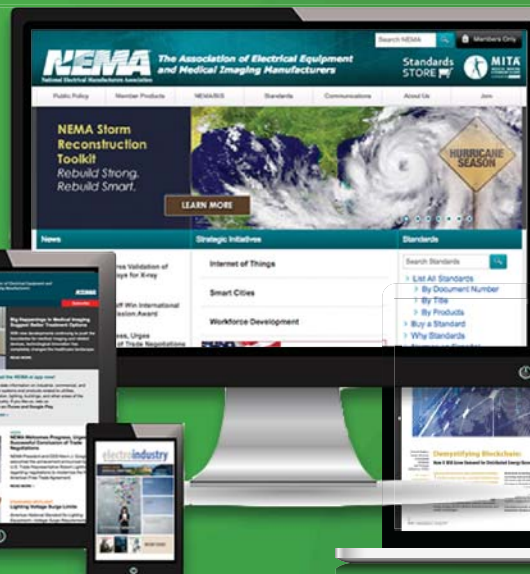
# awards

Year	Award	Level
2019	<b>Hermes Creative Awards</b> Association of Marketing and Communication Professionals	Platinum Gold Honorable Mention
2018	<b>EXCEL Award</b> Association Media & Publishing	Gold
	<b>Hermes Creative Awards</b> Association of Marketing and Communication Professionals	2 Platinum 1 Gold 1 Honorable Mention
2017	<b>Hermes Creative Awards</b> Association of Marketing and Communication Professionals	1 Platinum 2 Gold
2016	<b>MarCom Award</b> Association of Marketing and Communication Professionals	Platinum Gold
2016	<b>MarCom Award</b> Association of Marketing and Communication Professionals	Honorable Mention
2016	<b>Hermes Creative Awards</b> Association of Marketing and Communication Professionals	3 Platinum 6 Gold
2015	<b>Hermes Creative Awards</b> Association of Marketing and Communication Professionals	6 Platinum 8 Gold 12 Honorable Mention

2019 Hermes Platinum



2018 Hermes Platinum



2018 Gold EXCEL

2017 Hermes Platinum



**NEMA Advertising Sales**  
The YGS Group  
Travis Yaga, Account Executive  
717.430.2021  
[travis.yaga@theygsgroup.com](mailto:travis.yaga@theygsgroup.com)

**NEMA Headquarters**  
1300 North 17th Street, Suite 900  
Arlington, Virginia 22209  
703-841-3200

**[nema.org/advertise](http://nema.org/advertise)**