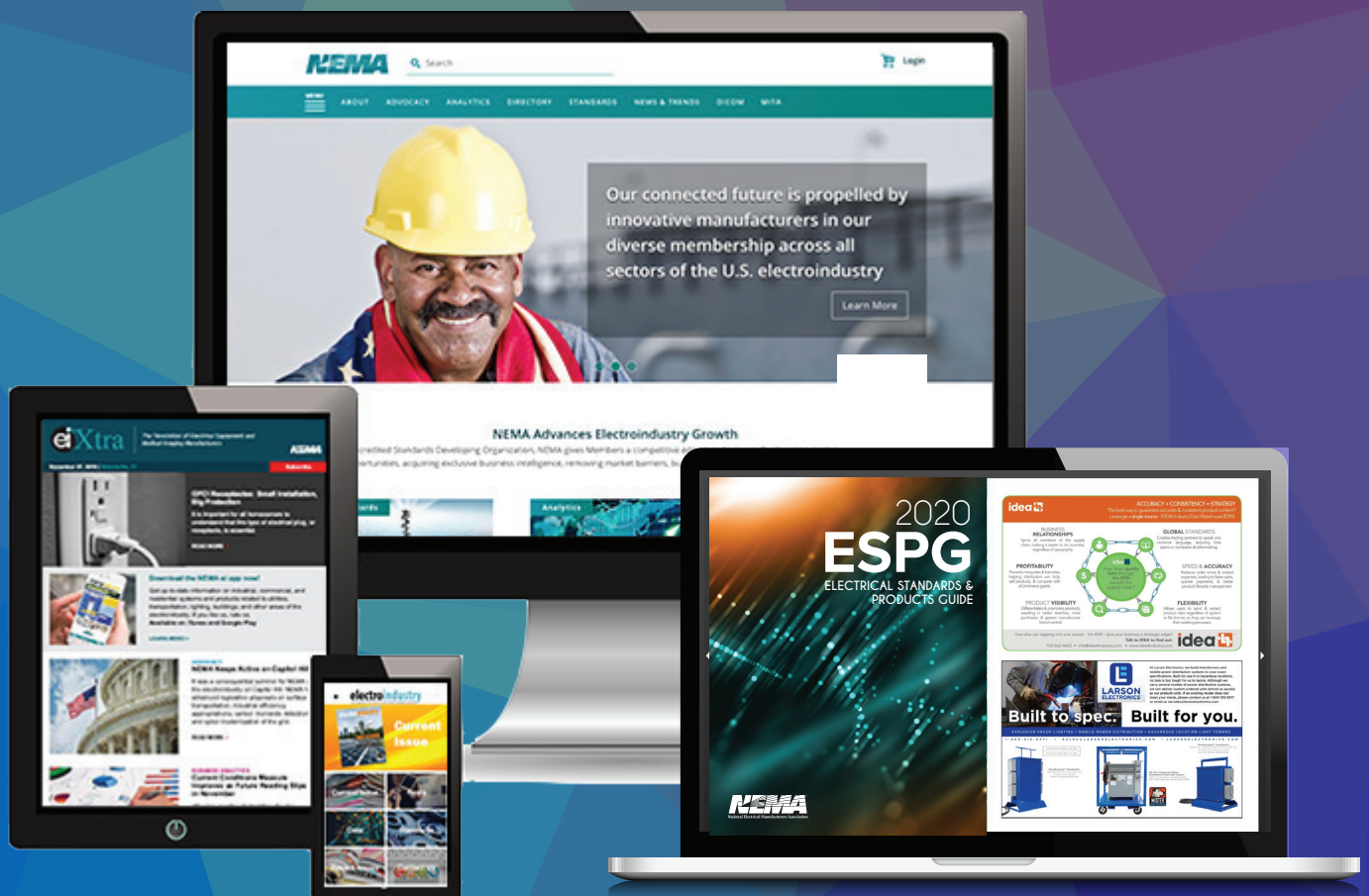


electroindustry

2020 MEDIA KIT

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

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.

electroindustry magazine



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

60% Technical

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

40% 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

JANUARY/FEBRUARY

Space: 12/5/19

Artwork: 12/13/19

Changing Energy Markets

- Energy markets' role in technology development
- Energy storage
- Distributed energy resources
- Integrating renewable generation
- Volt-VAR optimization

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 not meeting the size requirements will require additional fees to rework.

- 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**



Save Up to 40% with a Custom NEMA Advertising Package

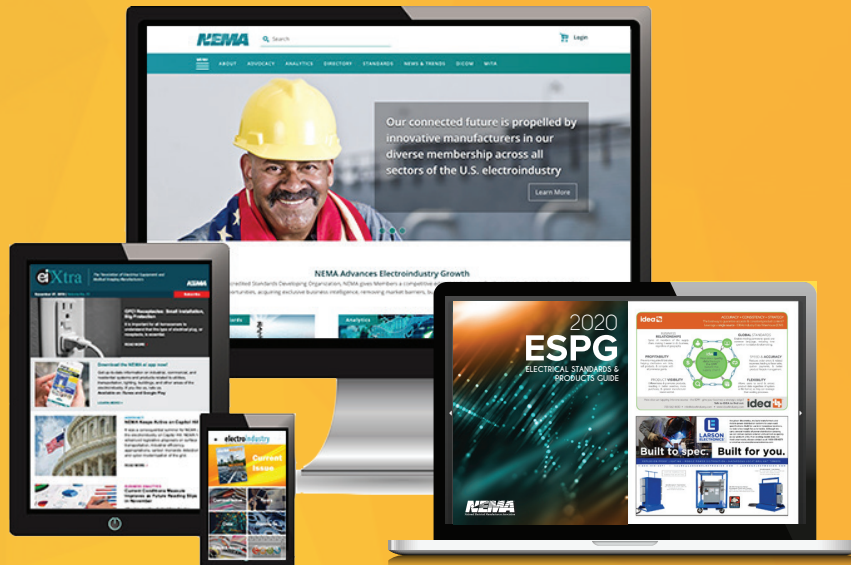
NEMA offers an integrated solution that combines print, digital, and events to help you reach the largest number of decision-makers in the U.S. electrical supply chain. Tell us your marketing goals, and we'll craft a custom package catered to your unique needs. The more you advertise, the more you'll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

Sample Lead Generation Package:

- Print advertising in *electroindustry* magazine
- Sponsorship of the *electroindustry* mobile app
- Banner advertising on 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 to start building your custom marketing package!



Deliver Results with NEMA

From 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) THE NEMA WEBSITE

The completely revamped NEMA website nema.org is the portal to electroindustry information, providing comprehensive data for all NEMA electrical product categories. In addition to a powerful search engine, 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

eiXtra is published electronically every month with a circulation of **33,000**. It covers technological advances; Member news, M&As, and awards; manufacturer, regulatory, and policy updates; standardization trends; business indices; and more.

2018
Hermes
Gold

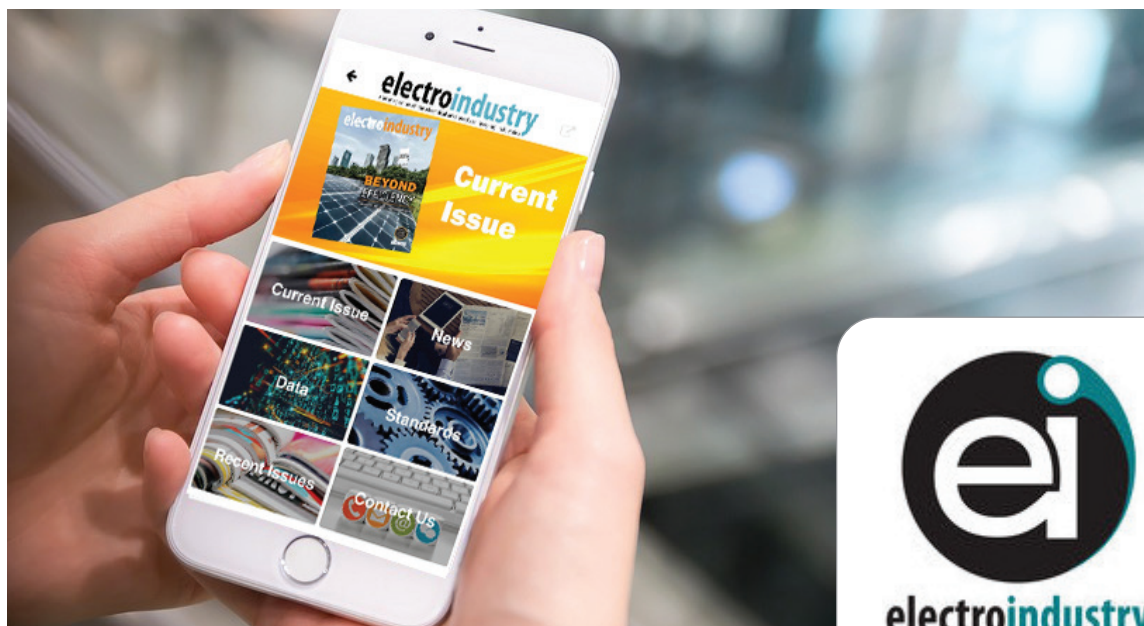
4) STANDARDS SPOTLIGHT

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
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

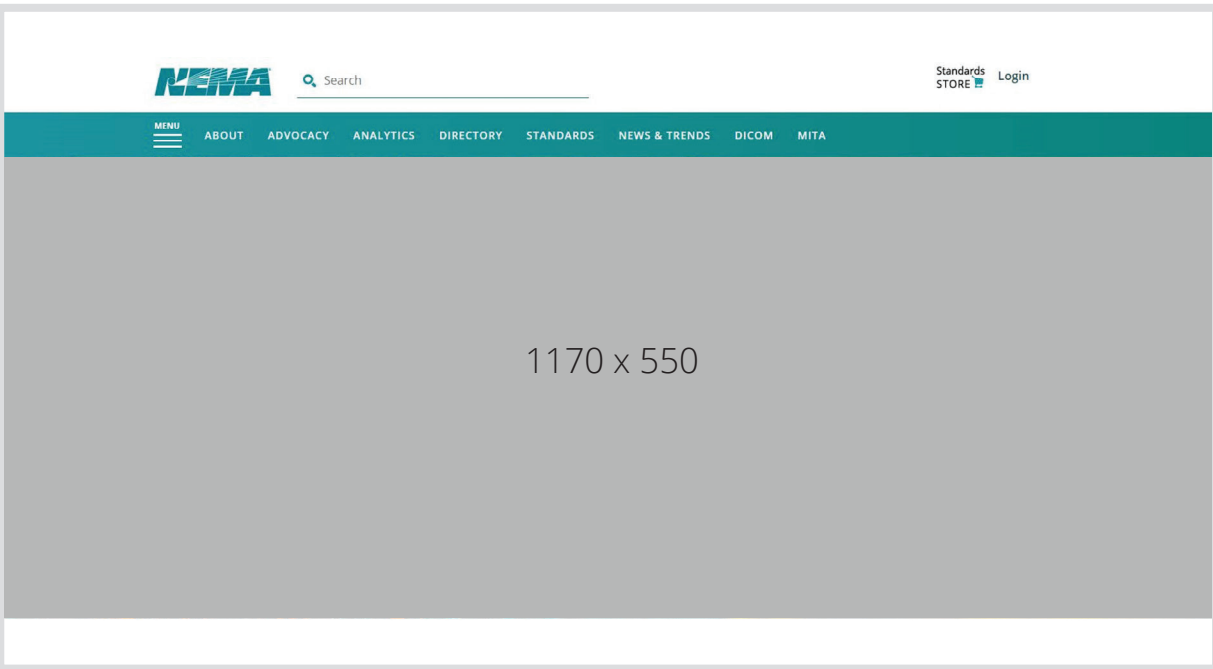
The NEMA Website Redesign

The NEMA website, nema.org, now has a new, modern, mobile-responsive, and easy-to-navigate design. The revamped website encompasses many new features to help individuals get faster search results, filter material by type or topic, and personally customize news with a new preference center. With this new format in place, NEMA is offering advertisers targeted ad placements that can get their marketing message front and center to Members.

Impressions and Unique Monthly Visitors

The NEMA website has **17.6 million** pageviews per year, with **42,000+** unique visitors per month. The eXtra E-Newsletter pushes Members to nema.org every month which continues to highlight the Association's three service pillars: Standards and technical expertise, advocacy at all levels of government, and business intelligence. The e-newsletter has a monthly circulation of 33,000 email recipients.

Home Page Sponsored Content Placement



Location	Ad Size	Rate
Home Page Slider	1170 x 550	\$1,500/month

Availability of one per month

Specs for Teaser Link

- Headline: 6 words
- Word preview: 10-15 words
- Link to text/url

Link from website will go to page on advertiser's website with NEMA-approved white paper content. The "hero image" on the slider will also need to be approved by NEMA.

Main Landing Pages Placements

Main Landing Pages Placements Include: Home, Standards, Analytics, Advocacy, Directory, About, and News & Trends

Location	Ad Size	Rate
Large Horizontal	1170 x 200	\$1,000/month

Availability: Up to 3 advertisers rotate between all home pages (Home, Standards, Analytics, Advocacy, Directory, About, and News & Trends).

Home Page Placements

Location	Ad Size	Rate
Large Tile	715 x 477	\$750/month

Interior Landing Pages Placements

Living Lab Tests and Deploys New Traffic Technology

by Sarah Mulligan, Product Manager, Applied Information, Inc.

Ms. Mulligan devises and delivers marketing messaging for Applied Information.

A new connected vehicle facility opened north of Atlanta, Georgia, this year, providing a platform for diverse industries to assess and implement new traffic technology. This hub, dubbed the IATL (Infrastructure-Automotive Technology Laboratory), is both an office space and a living lab connected to a growing number of connected vehicle infrastructure devices in a wide-scale early deployment expected to grow to more than 1,000 intersections by the end of 2020.

"The IATL is where automakers, roadway operators, and technology companies can come together and make the vision of connected vehicles a reality now," said Bryan Mulligan, President of Applied Information and Chair of the NEMA ITS Transportation Section.

"The IATL is not just a collection of traffic devices in a laboratory, but it is embedded in an early deployment of 1,000 connected intersections to test the Day One application in real-world conditions."

These connected intersections, named the CV-1K+ (connected vehicle 1,000 plus) project, encompass various controller types, protocols, and technologies. In a swath stretching from the Hartsfield-Jackson Airport in the south to the northern suburbs of Atlanta, intersections are communicating via a combination of cellular-vehicle to everything.

4G LTE cellular network, dedicated short-range communication, and unlicensed Wi-Fi. As the IATL is a private sector-funded enterprise, this gives everyone from telecommunications giants to automobile manufacturers to traffic signal controller manufacturers a place to "play in the traffic."

How is This Lab Different?

With an endgame in mind that connected vehicles connect to smart city infrastructure, this lab is a stepping stone to connect these devices to cars and emergency vehicles. Car manufacturers can test against not only smart intersections but also school zone safety beacons, electronic crosswalks, rail crossings, weather sensors, and other smart infrastructure that a car may encounter in the wild.

To move forward to this connected vehicle reality, it's essential to have real-world applications and circumstances. Many labs all over the globe are already in use, from Florida's SunTrax to Michigan's American Center for Mobility. These labs, which provide a smart city test center, were a much-needed stepping stone toward autonomous driving. SunTrax, with its unique tolling facilities, is a closed lab, with private drives and roadways.

The difference between those labs and the IATL is the availability of traffic controllers and technologies. Private roads and monoculture traffic controllers will take technologies only so far, which could result in massive gaps in knowledge and applications.

Developing a connected, autonomous vehicle is only as good as the number of situations and communication methods it's exposed to, even with AI or machine learning. Imagine a connected vehicle that could speak to the traffic lights in Nevada but was useless anywhere else! Traffic lights can send messages about their signal, phase, and timing, but each controller (Siemens, Econolite, Intelligent TrafficWare, etc.) sends these in a slightly different way and format. Their passthrough communications, likewise, are also encoded and sent differently.

"The IATL is a prime example of Georgia's leadership in developing critical technology that is so important to our state and national economies while at the same time improving the safety of all of us who use our streets and infrastructure," said Bryan Mulligan.

NEMA Advances Electroindustry Growth

An ANSI-accredited Standards Developing Organization, NEMA gives Members a competitive edge in today's rapidly changing marketplace by expanding market opportunities, acquiring exclusive business intelligence, removing market barriers, building supply chain connections, and harnessing innovation.

Standards
Improving Market Opportunities
NEMA publishes more than 700 electrical Standards and technical papers that cover millions of Member products.
Find Standards

Analytics
Acquiring Business Intelligence
NEMA develops tailored, industry-specific market and statistical programs that benefit participating companies.
Get Started

Advocacy
Removing Market Barriers
NEMA represents the collective interests of America's electrical manufacturers at every level of government.
Learn More

1170 x 200

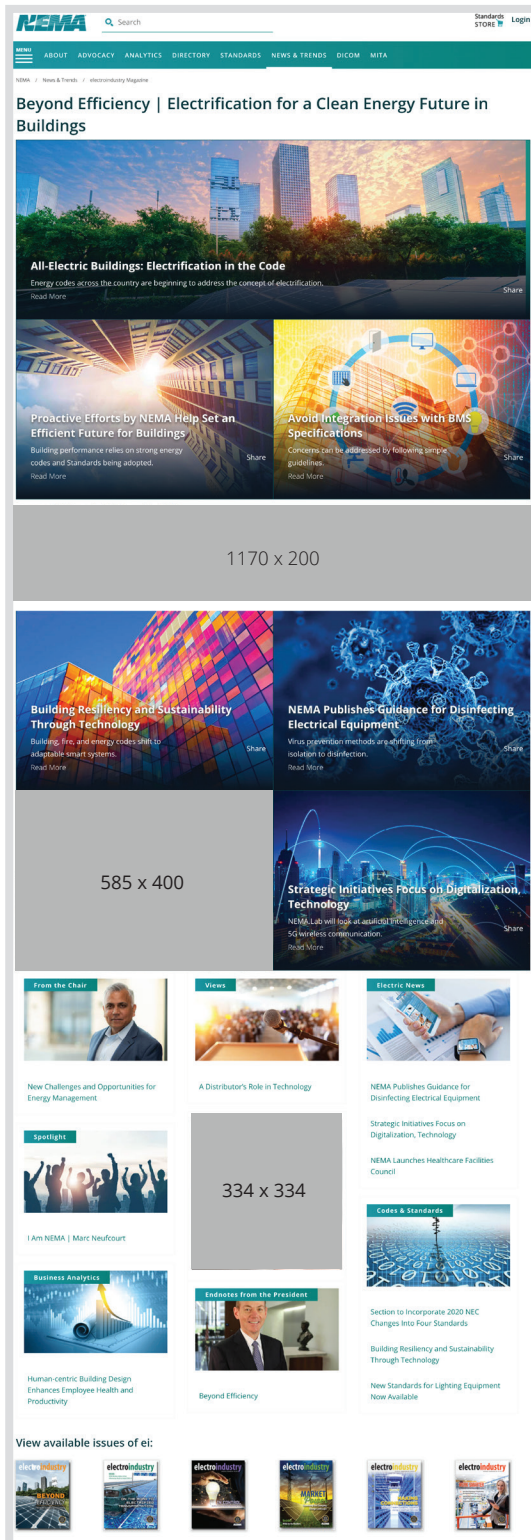
715 x 477

17.6 Million Impressions 42,000+ Unique Monthly Visitors

The NEMA website, 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.

Location	Ad Size(s)	Rate
Large Skyscraper	120 x 600	\$1,500/month
Small Skyscraper	120 x 240	\$750/month

Availability: Up to 3 advertisers rotate between all interior pages (Standards, Analytics, Advocacy, Products, and News & Trends).



electroindustry Magazine Issue Placements

Location	Ad Size(s)	Rate
Large Horizontal	1170 x 200	\$1,000/month
Large Rectangle	585 x 400	\$750/month
Small Rectangle	334 x 334	\$550/month

Availability: Up to 3 advertisers rotate between all interior pages (Standards, Analytics, Advocacy, Products, and News & Trends).

Deadlines

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

Ad Specifications

Ads not meeting the size requirements will incur additional fees to rework.

- 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

Reach Your Customers

Contact Travis Yaga at 717.430.2021
or travis.yaga@theygsgroup.com.

eiXtra e-newsletter



AD 468 x 60



eiXtra The Newsletter of Electrical Equipment and Medical Imaging Manufacturers

August 5, 2020 | Volume No. 7

NEMA

Subscribe

All Electric Buildings: Electrification in the Code

Electrification goes beyond efficiency to address the sources of the energy that we use. Through technology and innovation, NEMA and its Members continue to lead the way.

[READ MORE >](#)



Download the NEMA ei 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 electronics industry. If you like us, rate us. Available on iTunes and Google Play.

[LEARN MORE >](#)



C-suite: New Challenges and Opportunities for Energy Management

The pandemic has moved many of us in electrical manufacturing to an entirely remote work environment—one where we must still engage with our teams.

[READ MORE >](#)



ELECTRONICALLY: NEMA Publishes Guidance for Disinfecting Electrical Equipment

Since the onset of the coronavirus pandemic, many of us have incorporated extra precautions into our daily routines to stay safe.

[READ MORE >](#)



BUSINESS ANALYTICS: Business Conditions Indexes Remained Elevated in July

Ticking down a nearly-imperceptible 1.4 points, the current conditions component remained firmly in expansion territory at 61.1 in July.

[LEARN MORE >](#)



VIEWPOINT: A Distributor's Role in Technology

New technologies are pushing the boundaries of the electrical industry every day. To remain a strong part of the supply chain, electrical manufacturers are exploring a range of diverse services.

[READ MORE >](#)



ELECTRIC NEWS: Strategic Initiatives Focus on Digitalization, Technology

The NEMA 2020 Strategic Initiatives (SI) cover topics related to digitalization and the Internet of Things, market development, resilience, and workforce development.

[READ MORE >](#)

ADVERTISEMENT

Photo Size
180 x 150

Do You Need ANSI-Rated Face Shields?

The Gund Company is ramping up capacity and putting face shields in stock. We can ship from USA, Mexico, or Canada. Click or email us at medical@thegundcompany.com for more information about our face shields and other personal protection equipment.

[LEARN MORE >](#)

NEMA

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

© 2020 National Electrical Manufacturers Association | [Privacy Policy](#) | [Unsubscribe](#)

AD 468 x 60

Circulation: 33,000
Average Open Rate: 16%

The NEMA eiXtra e-newsletter delivers valuable industry news every month 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 photo)	\$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 not meeting the size requirements will incur additional fees to rework. .

- 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.

12 | NEMA 2020 MEDIA KIT

Standards Spotlight
Gain the NEMA Advantage

New Lighting Equipment Standard Covering Injected Currents Adopts IEC Standard

American National Standard for Lighting Equipment—Injected Currents is a new lighting industry Standard that is an adoption of IEC 61000-4-6 Edition 4:2013-10 as a Nationally Acknowledged International Standard with regional deviations.

As the secretariat of ANSI ASC C82 for Ballasts and Drivers, the NEMA Lighting Systems Division is seeking experts for C82 in the underrepresented “user” and “general interest” categories. Please contact NEMA at lighting@nema.org if you are interested and indicate your interest category and area of expertise.

ANSI C82.77-9 is available for \$50.
[Learn more](#)

Explore the NEMA Standards Store | Follow us: [f](#) [t](#) [in](#) [g+](#)

Download the NEMA ei 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](#)

NEMA Standards Catalog
Click here to view the 2020 NEMA Electrical Standards & Product Guide.
[LEARN MORE](#)

National Electrical Manufacturers Association
1300 North 17th Street, Suite 900
Arlington, Virginia 22209
USA
www.nema.org

Copyright © 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.

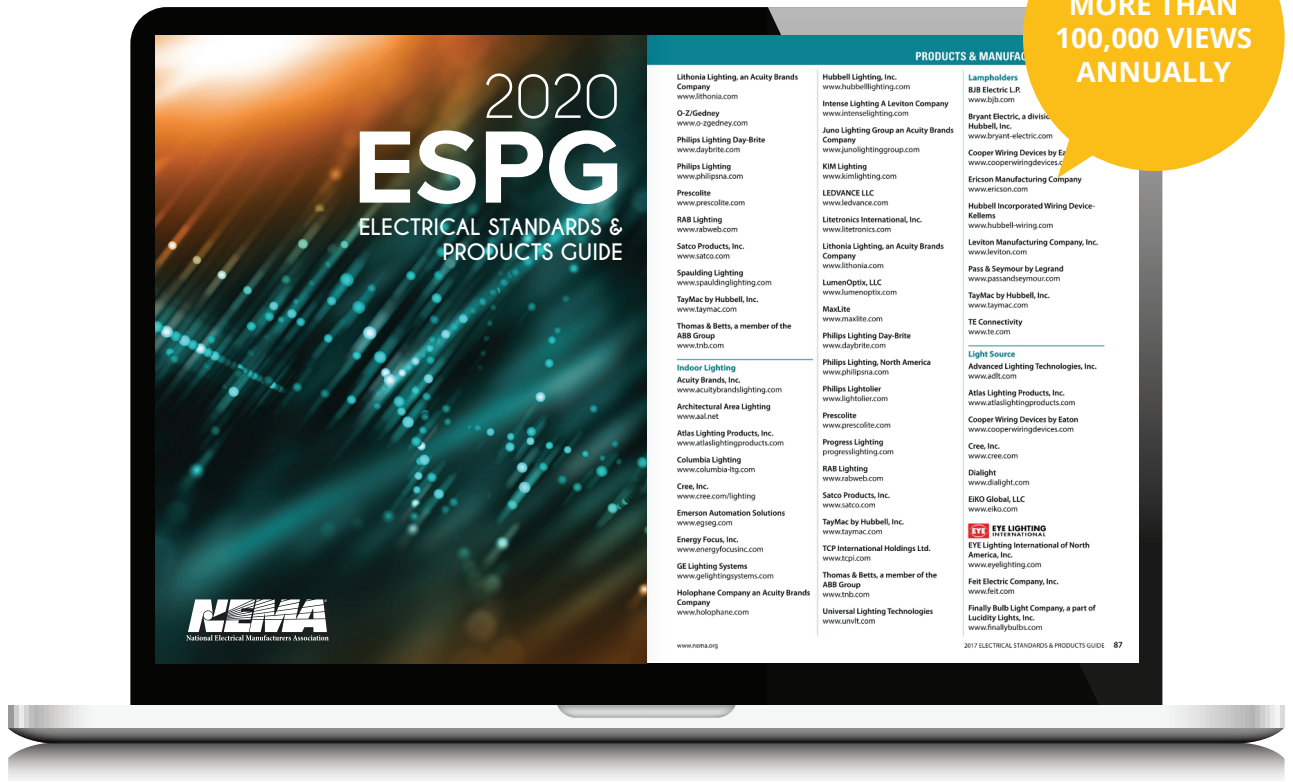
Ad Specifications

Ads not meeting the size requirements will incur additional fees to rework.

- 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.



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.

Reach Your Customers

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

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 Travis Yaga at travis.yaga@theygsgroup.com or 717.430.2021 for more information.

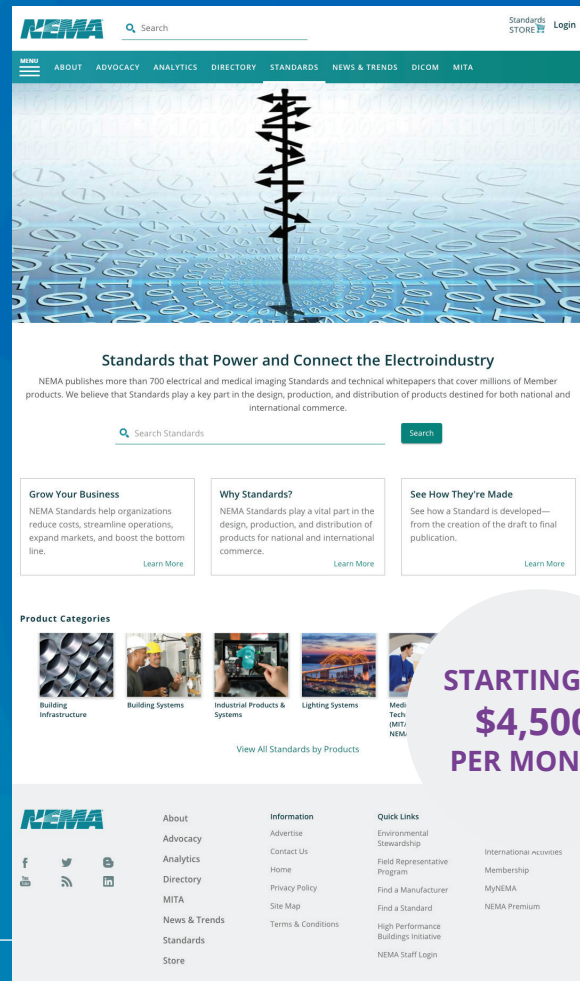
NEMAcasts

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*

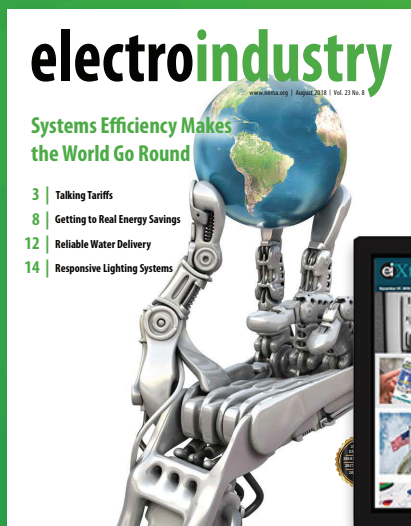
Contact Travis Yaga at travis.yaga@theygsgroup.com or 717.430.2021 to inquire about pricing and for more information about our 2020 schedule.



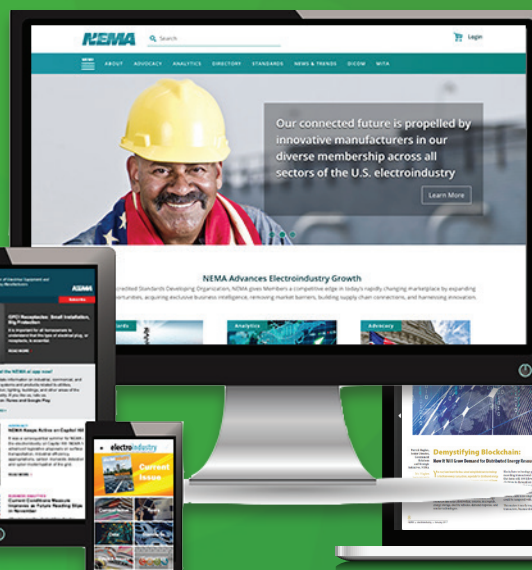
awards

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

NEMA Headquarters

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

nema.org/advertise