

Fourth Annual ELECTRICAL INDUSTRY NEW PRODUCT GUIDE

The **New Product Guide** within the pages of the Summer ElectriCITY issue, is your venue to advertise your "2017" released products and technology. This issue will be overprint to ensure thousands of issues will be distributed in the Great Lakes region.

New Product Guide Advertising Rates

Effective Summer 2017 (ad rates are net)

Full page	\$1,175
1/2 page	\$735
1/4 page	\$495

Existing contract advertisers will receive 50% off an additional ad placed within the **New Product Guide**. Showcase your "New Products and Technology" Reserve Your Space TODAY!

Mechanical Requirements

Ad Dimensions (width by height in inches)

FULL PAGE.....	7.5 x 9.92
1/2 PAGE.....	Horizontal 7.5 x 4.875, Vertical 3.667 x 9.92
1/4 PAGE.....	Horizontal 7.5 x 2.35, Vertical 3.667 x 4.875

Trim size: 8.5" x 11" • Bleed: 9" x 11.5"

SUBMISSION REQUIREMENTS: All ads must be submitted electronically. Platform: Macintosh (preferred) or Windows. File Format: Press quality PDF, InDesign, Illustrator or Photoshop (if saved as .eps, .tiff or high res jpegs). Unsupported Formats: Ads created in other software programs must be converted to a high resolution (300 dpi) PDF file before submission. Any ads not submitted according to the above specifications could incur additional charges.

Design services are available.

You can learn more about participating in the New Product Guide by contacting:

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Circulation

ElectriCITY is mailed to members of the Electric Association including Engineering & Design firms, Electrical Contractors, Distributors, Manufacturers and Manufacturer's Representatives, Utilities, and End-Users in the great lakes region. ElectriCITY is also circulated throughout North America to affiliated trade associations, potential members of the Electric Association, and other important people concerned with the electric industry.

Editorial Schedule

Summer Issue

Space Deadline: May 17, 2017

Materials Due: May 24, 2017