

# About *The Electric Times*

*The Electric Times* is the only print and digital newspaper dedicated to Arizona's electrical, lighting and power industries. First published in 1993, *The Electric Times* is the premier communication tool for companies that want to reach Arizona's top electrical professionals and hands-on talent.

Published every month, *The Electric Times* provides information to contractors, distributors, manufacturers, manufacturers' representatives, facility managers, utilities and related industry professionals.

Thanks to Arizona's unique climate, the electrical industry here is dynamic year-round. Add to that Arizona's vigorous involvement in sustainable growth initiatives, and it's clear why *The Electric Times* is the ideal location for your advertising and information.



**THE ELECTRIC TIMES**  
SERVING THE ELECTRICAL INDUSTRY IN ARIZONA

2702 N. 3rd St., Ste. 2020 • Phoenix, AZ 85004  
ph: 602-263-8519, 888-363-8519 • fax: 602-277-9881 • [adsales@elaz.org](mailto:adsales@elaz.org)  
**Editor/Publisher:** Paul Palmer

## Readership and Distribution

*HVACR Today* readers work in the commercial, industrial, residential, utility and non-building markets. Each month over 8,000 print copies are distributed through two primary channels:

- by mail to a controlled list of professionals and decision makers (40%);
- through a monitored network of service counters, showrooms and offices (60%).

In addition to this regular monthly distribution, *The Electric Times* maintains an active schedule of providing bonus distribution through the year at trade shows, distributor open houses, industry organization meetings, and continuing education classrooms.

There is no better way to reach Arizona's entire electrical industry, from technicians in the field to executives in the boardroom, than through *The Electric Times*.

### ***The Electric Times* Primary Readership**

Contractors	30%
Utilities and government agencies	15%
Distributors	12%
Manufacturers and manufacturers' reps	11%
Engineering, architecture and design firms	10%
Energy and power quality management	5%

Owners or upper management	36%
Technical service personnel (Electricians, journeymen, technicians, etc.)	30%

*Numbers do not equal 100% due to multiple answers by respondents.*

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# Editorial

Each monthly issue of *The Electric Times* presents information our readers *need* to know and *want* to know. Readers eagerly anticipate our monthly blend of exclusive reporting, features on local companies and personalities, national news and product information. Our readers talk about *The Electric Times* with their coworkers, and refer back to issues for information in the days and weeks following.

## ***The Electric Times* Editorial**

- **News** with local and national impact
- **Original features** on companies, people, and projects
- **Columns and opinions** by a variety of technical, financial, and marketing experts
- **Project Focus**, a monthly feature on an interesting Arizona construction project, and the contractors that are making it happen
- **Off the Clock**, an entertainment feature showcasing the hobbies, skills, and volunteer projects of local industry professionals
- **Nice Ride**, a photo feature for readers' commercial and collector vehicles
- **Company Profile**, a look into the focus and history of local businesses

Since 1993, *The Electric Times* has enjoyed the respect of readers and advertisers for its independence and commitment to the state's critically important electrical industry.

We invite the submission of story ideas, editorials, press releases, new product information and letters to the editor with special relevance to Arizona. Please keep in mind that each month's issue becomes available on Thursday after the first Tuesday of each month. Article reprints are available; call for information.

For editorial information, contact Paul R. Palmer, editor, at 602-263-8519; fax 602-277-9881; editor@elaz.org.

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# Advertising Benefits

As the only newspaper dedicated to Arizona's electrical, lighting and power industries, *The Electric Times* offers advertisers a unique combination of benefits. The reward for advertising in *The Electric Times* is real, bottom line, and measurable: Our readers respond. Discover the buying power of our readers.

## **Targeted, statewide distribution.**

With *The Electric Times'* focused print distribution, you won't waste another dollar of your budget on advertising in areas where your product or service isn't available.

## **Digital reach.**

Each complete issue of *The Electric Times* also appears at [www.TheElectricTimes.com](http://www.TheElectricTimes.com) in an easy-to-navigate format that keeps readers engaged. Your print ads appear online with all websites and email addresses converted to live links at no extra charge. In addition, our Website-Only Advertising options offer you more ways to integrate your marketing efforts.

## **Location, location, location.**

Arizona, Arizona, Arizona: If Arizona is important to your success, there's no better publication than *The Electric Times* to heat up your sales. Take advantage of our year-round selling season, and our influential position as a leading sunbelt state.

## **Affordable rates.**

You'll find our affordable rates truly a breath of fresh air. So take all the space you need — an ad campaign in *The Electric Times* will give you results at a fraction of the cost you might expect to pay elsewhere.

## **The home-team advantage.**

You'll benefit from our reputation. Since 1993, Arizona electrical professionals have called *The Electric Times* their own. Our readers respond to our advertisers because *The Electric Times* is their favorite industry newspaper. Your best prospects spend time with *The Electric Times* because they know the people, places, and projects that *The Electric Times* covers.

Sherry Siegel, advertising manager, will be happy to help you create advertising that delivers results. Please contact her at 602-263-8519; [adsales@elaz.org](mailto:adsales@elaz.org).



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# Production Requirements

**File format.** *The Electric Times* accepts advertising materials in industry standard electronic formats. We require files as high-quality PDFs. We also accept high-resolution TIF and (for black and white ads) JPG format.

We do not accept materials in Word, Publisher, Excel or PowerPoint formats. If ads are created in these programs, convert to PDF format before submitting. Please call the Editor at 602-263-8519 for more information or help with preparing files to avoid pre-press charges.

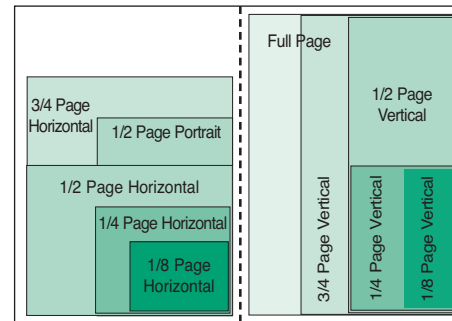
**Resolution.** The final ad file, as well as photos/artwork within the ad, should be 300 dpi minimum. Website graphics are not suitable for print media.

**Color.** Create full color ads as four-color (CMYK) files and save them in either PDF (all fonts embedded) or TIF format. Build black text and artwork from 100% black (K) values. Convert any Pantone colors to process before submission.

**Unacceptable ads.** The publisher reserves the right to refuse ads deemed in bad taste, inaccurate or otherwise inappropriate. "Advertorial" style ads may be labeled "advertisement" at the publisher's discretion and will be approved on an individual basis. Please call the Advertising Manager at 602-263-8519 to discuss ad content.

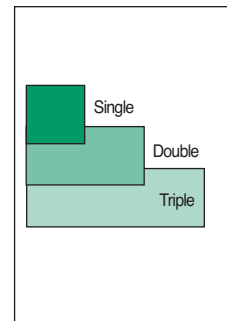
## Display Ad Sizes

- Double Truck** ..... 21.5" x 15.5"
- Full Page** ..... 4 col. x 15.5"
- 3/4 Page**
  - Vertical ..... 3 col. x 15.5"
  - Horizontal ..... 4 col. x 11"
- 1/2 Page**
  - Vertical ..... 2 col. x 15.5"
  - Horizontal ..... 4 col. x 7.5"
  - Portrait ..... 3 col. x 10"
- 1/4 Page**
  - Vertical ..... 2 col. x 7.5"
  - Horizontal ..... 3 col. x 5"
- 1/8 Page**
  - Vertical ..... 1 col. x 7.5"
  - Horizontal ..... 2 col. x 4"



## Calendar Ad Sizes

- Single** ..... 3" x 3"
- Double** ..... 6" x 3"
- Triple** ..... 9" x 3"



## Print Specifications

Page size:	11.375" x 17.125"
Live area:	10.25" x 16"
One column width:	2.437"
Two column width:	5.041"
Three column width:	7.646"
Four column width:	10.25"



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# Deadlines & Rates 2018

## Advertising Deadlines

Issue	Publication Date	Space RSVPs due	Ads due
January	1/4/18	12/18/17	12/22/17
February	2/8/18	1/25/18	1/30/18
March	3/8/18	2/22/18	2/27/18
April	4/5/18	3/22/18	3/27/18
May	5/3/18	4/19/18	4/24/18
June	6/7/18	5/24/18	5/29/18
July	7/5/18	6/21/18	6/26/18
August	8/9/18	7/26/18	7/31/18
September	9/6/18	8/23/18	8/28/18
October	10/4/18	9/20/18	9/25/18
November	11/8/18	10/25/18	10/30/18
December	12/6/18	11/22/18	11/27/18
January 2019	1/3/19	12/17/18	12/21/18

*The Electric Times* publishes on Thursday after the first Tuesday of every month.

Deadlines to reserve space are usually the third Thursday of each month, with ads due the following Tuesday.

Please contact us if you have any questions about deadlines.

## Calendar Ad Rates

Available to advertise Open Houses, Counter Days, Training, Classes, Meetings and similar dated events. No frequency discounts; no commission. Includes one color.

Single	\$220
Double	\$400
Triple	\$625

## Display Advertising Rates

Ad Size	Number of Issues				
	Open	2-4	5-8	9-11	12
Full Page	\$1812	\$1639	\$1546	\$1506	\$1384
3/4 Page	\$1382	\$1269	\$1211	\$1140	\$1068
1/2 Page	\$953	\$871	\$830	\$805	\$745
1/4 Page	\$575	\$509	\$483	\$467	\$434
1/8 Page	\$415	\$364	\$350	\$337	\$317
Back Cover*	NA	NA	NA	NA	\$2170
Double Truck	\$3519	\$3244	\$3157	\$3063	\$2727

\* includes color

Rates shown are per ad, black and white.

## Color – Display

Four-color process (full color) \$500/ad  
 Black plus one color \$200/ad  
 For double truck ads, add \$200 for each color category

## Color – Classified

Four-color process (full color) \$150/ad  
 Black plus one color \$75/ad

## Classified Advertising Rates

Ad Size	Number of Issues			
	1	2	3-11	12
1" min.; .25" increments	\$35.00 pci	\$31.50 pci	\$28.00 pci	\$26.25 pci

## Commission

Commission paid to qualified agencies on Display/Online-Only ad(s) with ads provided to specifications and paid within 30 days. No commission paid on ads produced by *The Electric Times*. All ads should be emailed to [adsales@elaz.org](mailto:adsales@elaz.org).



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# Online Rates 2018

TheElectricTimes.com offers the full monthly issue that can be read on any electronic device.

An easy-to-navigate interface keep readers engaged with each page.

Every ad in the print issue of *The Electric Times* also appears in the online issue at TheElectricTimes.com *at no extra charge*.

In addition, three unique online advertising opportunities are available: Opposite Front Cover, Skyscraper and Page Top.

## Website-Only Advertising Rates

Position/Format	1x	3x	6x	12x
<b>Opposite Front Cover</b>				
Current Print Advertisers*	\$375	337	319	300
Website-Only	\$950	950	855	808
<b>Skyscraper*</b>				
Current Print Advertisers	\$300	270	255	240
Website-Only	\$750	750	675	637
<b>Page Top</b>				
Current Print Advertisers*	\$275	250	220	200
Website-Only	\$600	600	540	510

Rates are per issue. Any 2 online ad choices in the same issue(s): additional 10% discount. All 3 online ads in the same issue(s): additional 15% discount.

\*To be eligible for this rate, Current Print Advertisers must be on a 9x agreement minimum.

## Opposite Front Cover

- appears opposite the newspaper's front cover
- is the same size as the newspaper's front cover
- makes an immediate impact
- gives you premium visibility
- is the only Opposite Front Cover ad in the issue
- stays with the issue when the issue becomes archived
- can include embedded video

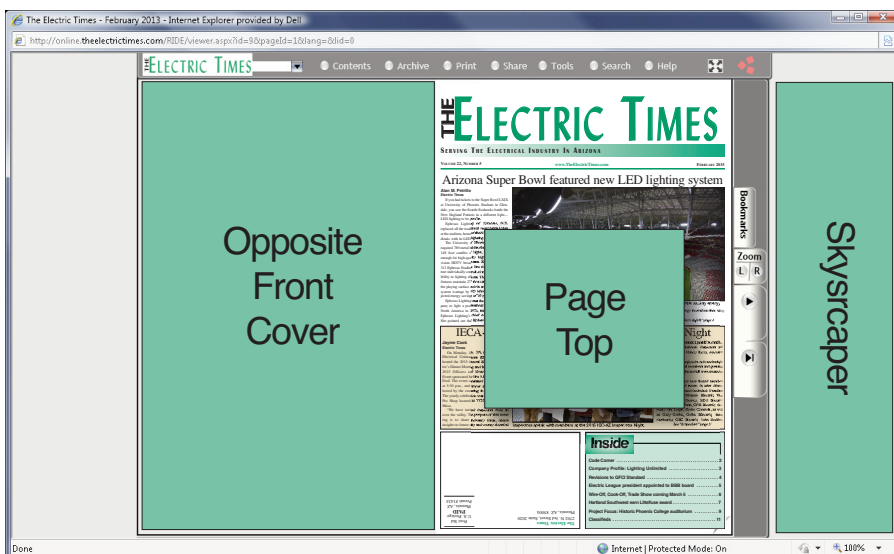
## Skyscraper

- appears on the right side of the viewer
- appears with every page
- gets multiple impressions throughout the issue
- gives you premium visibility
- is the only Skyscraper throughout the issue
- stays with the issue when the issue becomes archived

## Page Top

- appears on top of the page of your choice
- makes an immediate impact
- demands attention
- stays with the issue when the issue becomes archived
- can include embedded video

*\*Publisher has final say*



TheElectricTimes.com adds value to your print *HVACR Today* print ads, too!

- Every url and e-mail address in the text of your print ad is automatically converted online to a live link.
- Your ads stay with each issue and your ad text is searchable, so readers will easily find your ads from previous issues.
- Your marketing plan becomes more integrated with live links in your print ads to your website, buyer's guide, newsletters, podcasts, webinars.

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