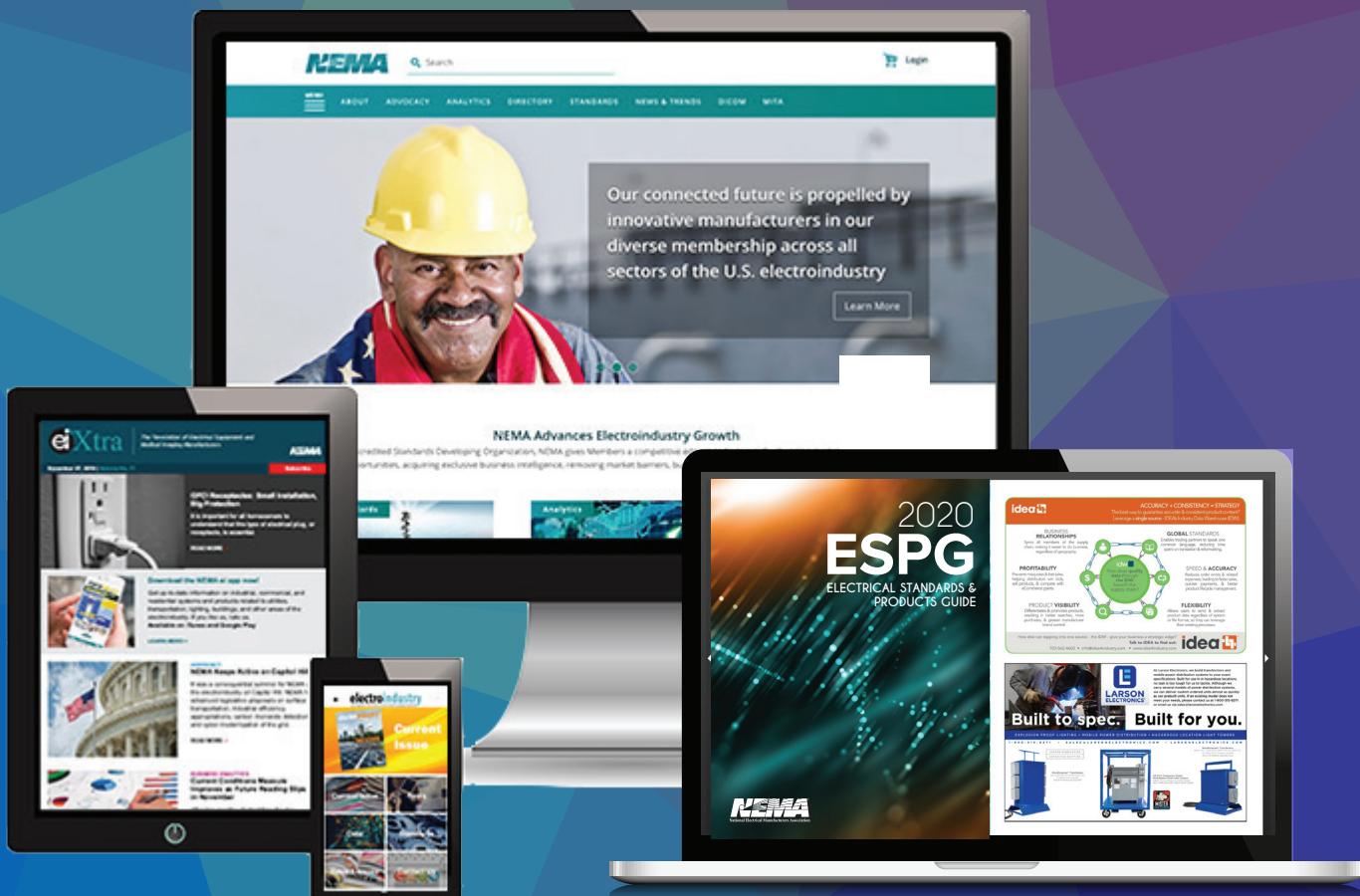


electroindustry

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

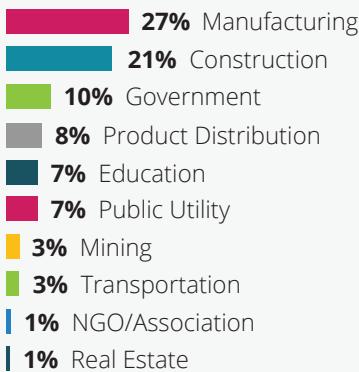
40%

discussed/forwarded item

30%

contacted advertiser/
purchased product

COMPANY TYPE



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

**41,000
OPT-IN
CIRCULATION**

editorial calendar

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.

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

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!

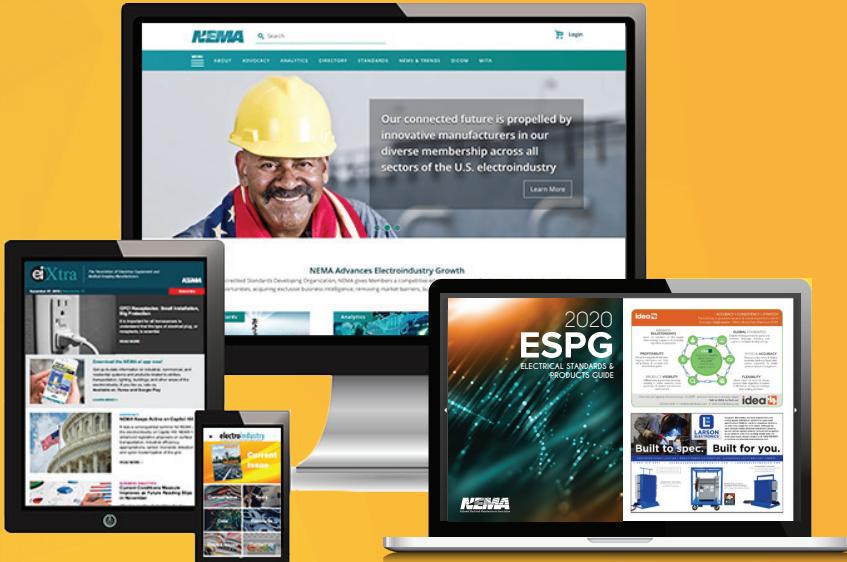
Sample Lead Generation Package:

- 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!

digital opportunities



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) EXTRa E-NEWSLETTER

eXtra 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 New nema.org

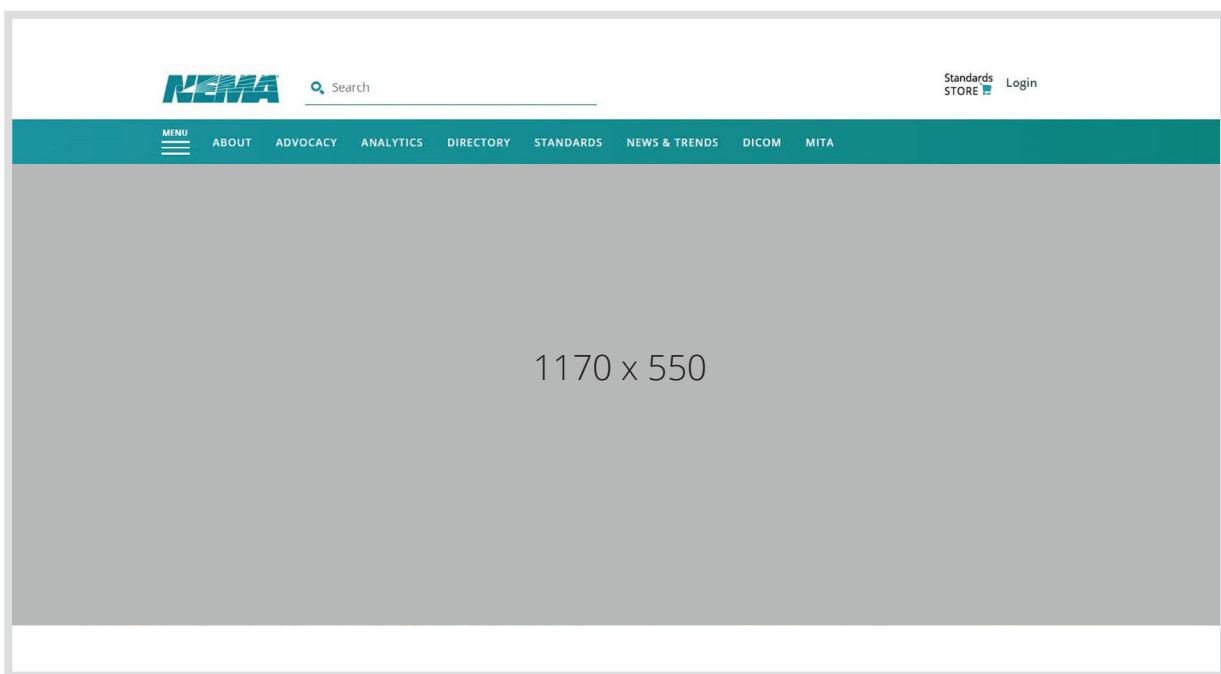
The NEMA Website Redesign

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 eiXtra 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

The screenshot shows a news article titled "Living Lab Tests and Deploys New Traffic Technology". The article features a photograph of a control room with multiple monitors displaying traffic data. Below the photo is a quote from Sarah Mulligan, Product Manager at Applied Information. To the right of the article, there are two ad placement boxes labeled "Ads" with dimensions "120 x 240" and "120 x 600".

The screenshot shows the NEMA homepage with a large image of a smiling man wearing a yellow hard hat and a red bandana. A banner on the right says "Our connected future is propelled by innovative manufacturers in our diverse membership across all sectors of the U.S. electroindustry". Below the banner are three sections: "Standards", "Analytics", and "Advocacy", each with a small image and a brief description. At the bottom, there are three more sections: "Improving Market Opportunities", "Acquiring Business Intelligence", and "Removing Market Barriers".

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).

The screenshot displays several sections of the NEMA website:

- Header:** Standard, STORE, Login.
- Beyond Efficiency | Electrification for a Clean Energy Future in Buildings:**
 - All-Electric Buildings: Electrification in the Code:** Energy codes across the country are beginning to address the concept of electrification. [Read More](#)
 - Proactive Efforts by NEMA Help Set an Efficient Future for Buildings:** Building performance relies on strong energy codes and standards being adopted. [Read More](#)
 - Avoid Integration Issues with BMS Specifications:** Concerns can be addressed by following simple guidelines. [Read More](#)
- 1170 x 200**: A large horizontal banner area.
- 585 x 400**: A large rectangle ad space.
- 334 x 334**: A small rectangle ad space.
- News & Trends:**
 - From the Chair:** [View](#)
 - Views:** [View](#)
 - Electric News:** [View](#)
 - Spotlight:** [View](#)
 - I Am NEMA | Marc Neufcourt:** [View](#)
 - Business Analytics:** [View](#)
 - Endnotes from the President:** [View](#)
 - Human-centric Building Design Enhances Employee Health and Productivity:** [View](#)
 - View available issues of ei:** [View](#)
- Electroindustry Magazine:** [View](#)

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 NEMA

August 5, 2020 | Volume No. 7

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.
[HEAD MORE >](#)

Download the NEMA ei app now!
Get up-to-date information on industrial, commercial, and residential electrical news and topics 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 >](#)

E-SAFE: New Challenges and Opportunities for Energy Management
The pandemic has moved many of us in industrial manufacturing to an entirely remote work environment—one where we must still engage with our teams.
[HEAD MORE >](#)

ELECTRONIC INDUSTRY: 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.
[HEAD MORE >](#)

BUSINESS ANALYTICS: Business Conditions Index Remained Elevated in July
Tracking down a nearly-imperceptible 1.4 points, the current conditions component remained firmly in expansion territory at 61.1 in July.
[HEAD MORE >](#)

VIEWS: 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.
[HEAD 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.
[HEAD MORE >](#)

ADVERTISEMENT
Photo Size 180 x 150
[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 not share or disclose individually identifiable information to any third party without first receiving 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

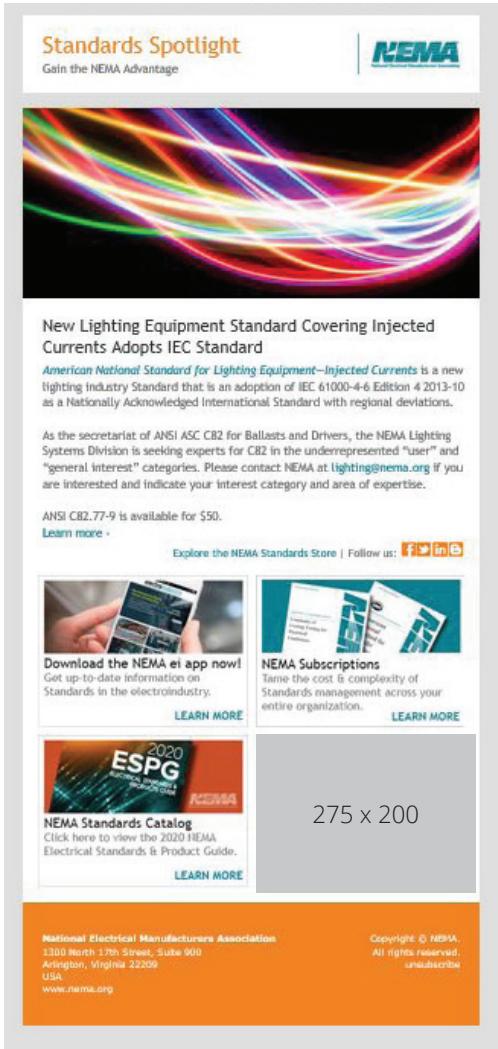
Ads not meeting the size requirements will incur additional fees to rework. .

- 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.

Standards spotlight



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

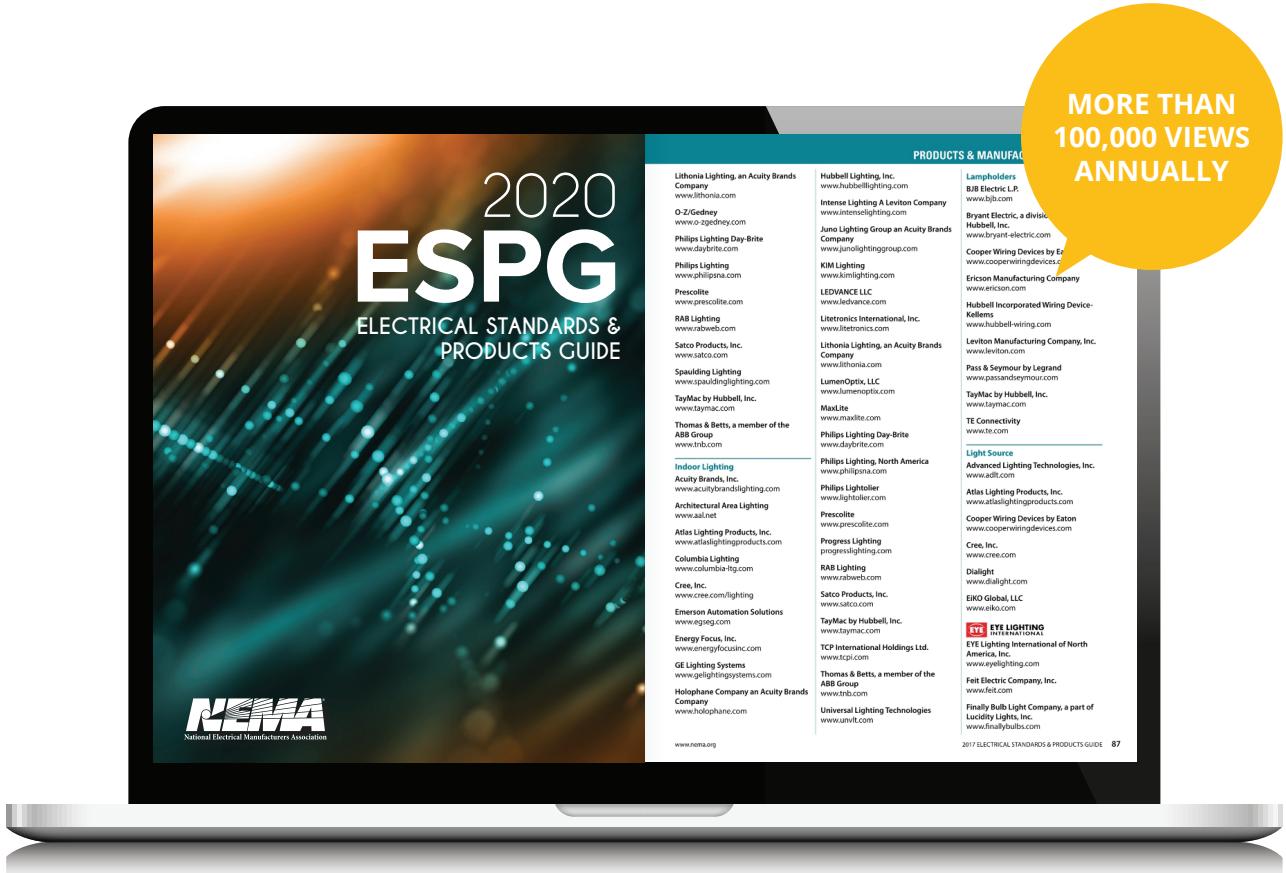
Ads not meeting the size requirements will incur additional fees to rework.

- 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.

2021 standards catalog



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

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

The screenshot shows the NEMA website homepage. At the top, there's a navigation bar with links for About, Advocacy, Analytics, Directory, Standards, News & Trends, DICOM, and MITA. A search bar is also present. The main content area features a large image of binary code with a stylized power plug icon. Below this, a section titled "Standards that Power and Connect the Electroindustry" discusses the impact of NEMA publications. There are three call-to-action boxes: "Grow Your Business", "Why Standards?", and "See How They're Made". Further down, there's a section for "Product Categories" with icons for Building Infrastructure, Building Systems, Industrial Products & Systems, Lighting Systems, and Medical Tech (MIT). A purple callout bubble on the right side of the page says "STARTING AT \$4,500 PER MONTH". The footer contains social media links and a comprehensive list of quick links for various NEMA programs and services.

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:

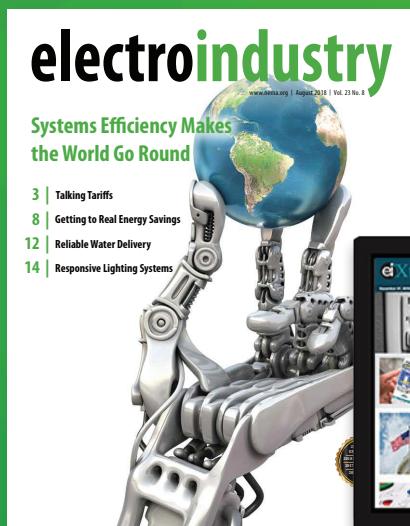
- Company audio recognition in the beginning and end of each NEMAcast
- Company logo in and banner ad in the NEMAcast website
- Further company sponsorship recognition on YouTube and iTunes through NEMAcast's added distribution
- Recognition in the NEMA e-newsletter *eiXtra*

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

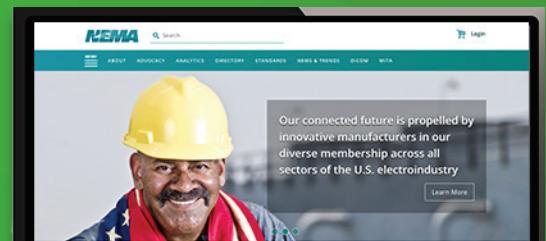
awards

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