



the ELECTRICAL DISTRIBUTOR

Contact your representative:

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Southern Region: Gary Lindenberger and Lori Gernand-Kirtley
Phone: 281-855-0470; Email: gl@lindenassoc.com; lg@lindenassoc.com

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Western Region: Steve Wafalosky
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October 2020 Issue Preview

CLOSING DATE FOR ADS: SEPTEMBER 3 (MATERIALS DUE SEPTEMBER 10)



COVER STORY

Big Box Tactics

Home Depot, Lowe's, and the like are working hard to capture the business of electrical contractors. This month's cover story will shed light on their tactics—and how electrical distributors are countering them.

SPECIAL REPORT

Counterfeit Alert, Part 2: Identifying Imposters

Counterfeiting and piracy remain a growing concern. This month's Special Report will offer advice on the precautions that should be taken to avoid suspect products.

2020 MEDIA KIT

The 2020 tED media kit is now available. Find it at www.tEDmag.com/mediakit or contact your sales rep for a printed brochure.

ADVERTISER BONUS

Benchmark Study

Full- and half-page advertisers in tED's October issue can participate in a complimentary "Brand Awareness Study." Following the October issue, tED's research department will survey distributor readers to provide advertisers with feedback on how their brands are perceived. Contact your sales rep for a participation form.

Products

To submit a product for inclusion in one of tED's October product sections, send your product announcement, along with art, to mbyers@naed.org. Be sure to include the words "October Product Section" in the subject line.

ELECTRICAL PRODUCTS:
Datacom

LIGHTING PRODUCTS:
LED Light Source and Driver Update

NEW PRODUCT SECTION:
Showcase new product offerings

CLOSING DATE FOR PRODUCT SUBMISSIONS: August 28\*

(\*Products selected to appear in the issue at editor's discretion; editor reserves the right to alter submissions for content and style.)



2019 ASBPE MAGAZINE OF THE YEAR

We are proud to receive ASBPE's top award honoring business publications that demonstrate consistent editorial and design quality and provide extraordinary reader service.