



the ELECTRICAL DISTRIBUTOR

Contact your representative:

**Eastern/Central Regions:** Rich Ryan  
Phone: 330-322-9785; Email: rgrsvc@gmail.com

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

**Southeast Region:** Doug Fix  
Phone: 770-740-2078; Email: dfix@bellsouth.net

**Western Region:** Steve Wafalosky  
Phone: 440-247-1060; Email: steve@larichadv.com

# New Product Preview Special Edition

**CLOSING DATE FOR ADS:** OCTOBER 20 (PRODUCT MATERIALS DUE OCTOBER 27; FULL-PAGE AD MATERIALS DUE NOVEMBER 10)

## Make sure you are seen in tED's 2021 New Product Preview special edition!

The December issue of tED will be a special double issue: A stand-alone 2021 New Product Preview will be packaged with our regular monthly issue of tED magazine.

### EDITORIAL FOCUS

#### 2021 New Product Preview

Will feature new products from throughout the industry along with articles on product trends, news, and developments in the lighting industry.

#### December Issue of tED

Will include a feature on trends to watch in the industry along with a special report on safely sourcing hard-to-find items.

### ADVERTISER OPPORTUNITY

- Advertising for the 2021 New Product Preview is \$4,500 for a full-page ad. Full-page advertisers in the 2021 New Product Preview are eligible for the placement of six (6) products on the page opposite their full-page ad.
- Full-page advertisers in the December issue of tED are eligible to place a full-page ad and six (6) products in the New Product Preview for \$2,250.

