

2020 RATES & SPECIFICATIONS

BLACK AND WHITE

SPACE	1X	3X	6X	12X	24X	36X
Spread	\$14,155	\$13,374	\$12,260	\$10,920	\$10,145	\$9,805
Full page	8,360	7,915	7,355	6,525	5,920	5,855
2/3 page	5,840	5,790	5,130	4,740	4,460	4,245
1/2 island	5,740	5,410	4,760	4,600	4,220	4,005
1/2 page	5,520	5,300	4,545	4,330	4,005	3,840
1/3 page	4,655	4,330	3,950	3,625	3,355	3,275
1/4 page	3,790	3,575	3,245	3,030	2,815	2,680

FOUR-COLOR PROCESS

SPACE	1X	3X	6X	12X	24X	36X
Spread	\$19,000	\$18,300	\$17,000	\$16,500	\$15,000	\$14,550
Full page	11,200	10,850	10,150	9,400	9,000	8,800
2/3 page	8,900	8,750	8,000	7,650	7,350	7,200
1/2 island	8,575	8,250	7,500	7,225	6,900	6,850
1/2 page	8,325	8,025	7,400	7,100	6,775	6,575
1/3 page	7,440	7,200	6,695	6,375	6,150	6,025
1/4 page	6,575	6,350	6,025	5,925	5,500	5,425

Matched color rates on request

MECHANICAL SPECIFICATIONS

SPACE UNIT	WIDTH	DEPTH	SPACE UNIT	WIDTH	DEPTH
2 page spread trim size	16.25"	10.875"	1/2 page vertical bleed	4.077"	11.125"
2 page spread bleed	16.75"	11.125"	1/2 page horizontal	7"	5"
1 page (live area)	7"	10"	1/2 page horizontal trim	8.125"	5.4375"
1 page trim size	8.125"	10.875"	1/2 page horizontal bleed	8.375"	5.5625"
1 page bleed	8.375"	11.125"	1/2 page spread (live area)	15.25"	5"
2/3 page	4.5625"	10"	1/2 page spread trim	16.25"	5.4375"
2/3 page vertical (live area)	4.562"	10"	1/2 page spread bleed	16.75"	5.5625"
2/3 page vertical trim	5.068"	10.875"	1/3 page vertical (live area)	2.1875"	10"
2/3 page vertical bleed	5.318"	11.125"	1/3 page vertical trim	2.75"	10.875"
1/2 island	4.5625"	7.375"	1/3 page vertical bleed	2.875"	11.125"
1/2 page vertical	3.3125"	10"	1/3 page square (live area)	4.5625"	4.875"
1/2 page vertical (live area)	3.3125"	10"	1/4 page (live area)	3.3125"	5"
1/2 page vertical trim	3.827"	10.877"	Gutter safety	.5" (.25"/side)	

ADDITIONAL MARKETING OPPORTUNITIES

(Contact your sales rep for pricing, based on frequency.)

Get your message in front of *tED* readers in an eye-catching way:

INSERTS (2-, 4-, AND 8-PAGE AVAILABLE)

BELLY BANDS

FALSE COVERS AND FRENCH DOOR (SPLIT) COVERS

BLOWN-IN POSTCARDS

MEETING HANDOUT

tED will hand out one literature piece as members register at each NAED regional conference or the NAED National Meeting along with a copy of *tED* magazine. Rate based on current ad program.

SPONSORSHIPS

Sponsorship opportunities are available throughout the year. Contact your *tED* sales rep or visit tEDmag.com/mediakit.

2020 RATES & SPECIFICATIONS (Effective Jan. 1-Dec. 31, 2020)

PAGE MECHANICAL REQUIREMENTS

LINE SCREEN: 133 **COLOR ROTATION:** CMYK **PRINTING:** Offset **BINDING:** Perfect

Bleed: If an ad prints to paper's edge, the image/graphic elements must extend over the edge by 1/8" on all sides.

Live area: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. If outside the live area, they can rest no closer than 5/16" to the trim.

Electronic files: Supplied PDF files are preferred and should meet the PDF X-1a specification, which calls for all font and high-resolution image data to be embedded within the file.

Ad files may also be furnished in native application file format where the following programs have been used: Quark XPress and Adobe Illustrator. All application files must be accompanied by copies of all linked images and fonts used (both screen and printer fonts). Only Adobe Type-1 fonts are recommended for use.

All image files used must be in TIFF or EPS format. Images must be uncompressed and in CMYK or grayscale mode. Images should have an effective resolution of 300 dpi at reproduction size.

Color-critical ad files should be accompanied by an approved contract press proof (four-color digital, non-dot proof) such as Kodak or Veris.

SHIPPING INSTRUCTIONS

Insertion orders: Due 1st of the month preceding publication month. No ad will be accepted without a current insertion order specific to that issue.

Electronic file submission: Due 10th of the month preceding publication month.

Send to: Karen Linehan, *tED* magazine, 1181 Corporate Lake Drive, St. Louis, MO 63132. Phone: 314-812-5317. Email: klinehan@naed.org.

COPY & CONTRACT REGULATIONS

Publisher copy protective clause: Advertisers and agencies assume liability for all content (including text representation, illustrations, and any sketch, map, labels, trademark, or other copyrighted matter) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising.

Advertising format: Any deliberate attempt to simulate the publication's format is not permitted and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

Cancellations: Cancellations accepted only before closing date. All advertising is subject to publisher's acceptance. All cancellations received after the month of publication's closing date are subject to a \$1,000 charge. The advertiser is financially responsible for the account upon failure of its agency to pay.

Contracts: While *tED* accepts a contract as an "intent to run," a specific insertion order for each issue is required.

ADDITIONAL GUIDELINES

Commission: Agency commission = 15% of gross billing allowed to advertising agencies on space, color, and position.

Circulation: Complete circulation information found in current BPA Audit Statement, which is available in the Media Kit section of *tEDmag.com*.

Distribution: Subscriptions \$40 per year for nonqualified electrical distributors in the U.S.; \$40 each for Canadian subscriptions; and \$50 each plus postage for other foreign subscriptions. Mailed as second-class publication from the post office in Mechanicsburg, Pa.

ADVERTISING SALES REPS

EASTERN/CENTRAL REGION

Rich Ryan • rgrsvc@gmail.com

P.O. Box 102 • Port Clinton, OH 43452

Phone: (419) 734-5545 • **Fax:** (810) 958-0475

Connecticut, Delaware, District of Columbia, Illinois, Indiana, Iowa, Maine, Maryland, Massachusetts, Michigan, Minnesota, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Pennsylvania, Rhode Island, South Dakota, Vermont, Virginia, Wisconsin, Europe, and Canada (Ontario and Eastern Canada)

SOUTHERN REGION

Gary Lindenberger • gl@lindenassoc.com

Lori Gernand-Kirtley • lg@lindenassoc.com

7007 Winding Walk Drive, Suite 100 • Houston, TX 77095

Phone: (281) 855-0470 • **Fax:** (281) 855-4219

Arkansas, Florida, Illinois (south of Springfield), Kansas, Louisiana, Missouri, Oklahoma, and Texas

SOUTHEASTERN/WESTERN REGION

Steve Wafalosky • stevew@larichadv.com

512 Washington Street • Chagrin Falls, OH 44022

Phone: (440) 247-1060 • **Fax:** (440) 247-1068

Alabama, Alaska, Arizona, California, Colorado, Georgia, Hawaii, Idaho, Kentucky, Mississippi, Montana, Nevada, New Mexico, Oregon, South Carolina, Tennessee, Utah, Washington, West Virginia, Wyoming, Canada (Manitoba and Western Canada), Mexico, South America, and the Pacific Rim