

# tED

ASBPE  
Magazine of the Year  
FINALIST

the ELECTRICAL DISTRIBUTOR

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# 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!

A stand-alone 2021 New Product Preview will be available as a digital-only magazine in December.

## 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 electrical 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 in the 2021 New Product Preview is \$3,300 for a two-page spread. Advertisers receive space for the placement of six (6) products on the page opposite their full-page ad.
- Full-page advertisers in the December issue of tED magazine are eligible to place the two-page spread in the New Product Preview for \$1,500.
- Each of the six (6) products that advertisers submit to the New Product Preview will have an individual hyperlink that will take readers directly to that product on your website.

