

ASBPE  
Magazine of the Year  
FINALIST

# tED

the ELECTRICAL DISTRIBUTOR

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## May 2021 Issue Preview

**CLOSING DATE FOR ADS:** APRIL 5 (MATERIALS DUE APRIL 12)



### COVER STORY

#### *The LED Failure Point*

There really isn't much in the way of guidance out there regarding maintenance of LED products. It wasn't important during the gold rush but now that the tech has matured, it's become much more so. This month's cover story takes a look at how LEDs can fail due to declining light output over time and the processes distributors should have in place to identify and contact customers about previously installed products now reaching a projected failure point.

### Also in this issue:

- Quarterly Economic Roundtable Update • Project Spotlight • Stock Report
- Market Focus: Single-Family Residential • People & Company News

### SPECIAL SUPPLEMENT TOPIC

#### *2021 Lighting Line-Up*

The *2021 Lighting Line-Up* will feature new lighting products from throughout the industry along with results of our latest lighting trends study.

### 2021 MEDIA KIT

The 2021 *tED* media kit is now available. Find it at [tEDmag.com/mediakit](http://tEDmag.com/mediakit).

## Products

To submit a product for inclusion in *tED*'s May "What's New" section\*, advertisers in this issue may send a product announcement, along with art, to [mbyers@naed.org](mailto:mbyers@naed.org). Be sure to include the words "May Product Section" in the subject line.

**NON-ADVERTISERS MAY HAVE THEIR PRODUCT PLACED IN THE SECTION\* FOR \$500.**

**Contact your sales rep for more information.**

**CLOSING DATE FOR PRODUCT SUBMISSIONS: MARCH 26\***

(\*Editor reserves the right to alter submissions for content and style.)



**2020 ASBPE MAGAZINE OF THE YEAR FINALIST**

We are proud to have been named as a finalist for ASBPE's top award honoring business publications that demonstrate consistent editorial and design quality and provide extraordinary reader service.