

tED magazine Digital Edition Media Kit

Whether you're working at home or in the office (or on a beach), we've got you covered! As we all navigate the "New Normal," *tED* magazine has gone to a hybrid format, with some months being published as a digital edition only and other months published as both print and digital. Whichever way you choose to advertise with us, rest assured your message is being seen by thousands of decision-makers.

All digital issues include not only *tED's* [award-winning content](#) and access to archived editions, but all ads include hyperlinks which go directly to your website. View current and past digital editions [here](#).

Contact your advertising sales representative for more information.

The screenshot displays the digital edition interface for tED magazine. At the top, there is a navigation bar with "Issue Library", the tED logo, and "Share" and "Reading View" buttons. The main content area features the magazine cover for September 2020-A, which includes the headline "POWERING THROUGH A PANDEMIC" and a list of articles. To the right of the cover is a sidebar with a search bar, "Print" and "Download" buttons, and a "Close TOC" button. Below the sidebar is a detailed table of contents for the issue.

Issue Library **tED magazine** **Share** **Reading View**

www.tEDmag.com Sep.20

ASBPE Magazine of the Year **FINALIST**

tED the ELECTRICAL DISTRIBUTOR

CURRENT / STAY IN STEP WITH CUSTOMERS page 9

BUSINESS / PLAN FOR INFECTION DETECTION page 23

SELLING / SALES IN A WORLD OF SCREENS page 31

Search... **Clear**

Search All Issues

Print **Download**

September 2020-A

CONTENTS

COVER STORY

36 Contractors Talk COVID

+ALSO IN THIS ISSUE

4 Chair's Column

6 Digital Doings

12 Contractor Q&A

14 Stock Report

20 Happenings

24 Lead the Way

32 Rep Roundup

34 Best of the Best Coverage

34 People

45 Ad Index

CURRENT

9 Market Outlook

18 Project Spotlight

tED magazine DIGITAL EDITION AD UNIT SPECIFICATIONS

Advertising Options:

- A FULL PAGE**
Live Area: 7" x 10"
Trim Size: 8.125" x 10.875"
Bleed Size: 8.375" x 11.125"

- B 2/3 PAGE**
Live Area: 4.562" x 10"
Trim Size: 5.068" x 10.875"
Bleed Size: 5.318" x 11.125"

- C 1/2 ISLAND**
Live Area: 4.5625" x 7.375"

- D 1/2 PAGE VERTICAL**
Live Area: 3.3125" x 10"
Trim Size: 3.827" x 10.877"
Bleed Size: 4.077" x 11.125"

- E 1/2 PAGE HORIZONTAL**
Live Area: 7" x 5"
Trim Size: 8.125" x 5.4375"
Bleed Size: 8.375" x 5.5625"

- F 1/3 PAGE VERTICAL**
Live Area: 2.1875" x 10"
Trim Size: 2.75" x 10.875"
Bleed Size: 2.875" x 11.125"

- G 1/4 PAGE**
Live Area: 3.3125" x 5"

Page Mechanical Specifications:

Although this is produced in an electronic format, all print and digital specifications are the same. For further information, visit the [tED magazine online media kit](#) or contact your sales representative.

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.

2022 DIGITAL EDITION RATES

(Effective Jan. 1, 2021 - Dec. 31, 2022)

AD TYPE	NET RATE
Full Page	\$3,650
2/3 Page	\$3,000
1/2 Island	\$2,920
1/2 Vertical	\$2,898
1/2 Page	\$1,457
1/3 Page	\$1,210
1/4 Page	\$1,000

Contact your advertising sales representative for more information:

EASTERN/WESTERN REGIONS

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Alabama, Alaska, Arizona, California, Colorado, Connecticut, Delaware, District of Columbia, Georgia, Hawaii, Idaho, Illinois (north of Springfield), Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, Canada, Europe, Mexico and South America, Pacific Rim countries

CENTRAL REGION

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