International Association of Electrical Inspectors

Advancing Electrical Safety

2020/2021 MEDIA GUIDE

Advocate | Educate | Unify | Provide

Your guide to reaching electrical professionals seeking knowledge and training in protecting the public from electrical hazards.
ABOUT

IAEI Magazine is the official voice of the International Association of Electrical Inspectors. Our mission is to advance electrical safety of the public. We execute this by being the leading educational magazine for informed electrical inspection and installation through well-curated technical articles authored by electrical code and electrical industry subject matter experts. IAEI Magazine readers control a huge portion of the industry’s buying power. We are the trusted provider of electrical safety knowledge.

REACH

Through our print and online channels, IAEI Magazine reaches industry innovators, buyers, and influencers. Our well-curated content provides readers with the most trusted source of unbiased information and expertise in the electrical industry.
Our audience is made up of brilliant electrical inspectors, electricians, contractors, testing agencies, and industry partners that trust, respect, and depend on us to provide comprehensive electrical content. This is a loyal audience that will be a great addition to your marketing strategy.

5 GREAT TRAITS OF AN ELECTRICAL PROFESSIONAL

- **COMMITTED** to keeping the public safe from electrical hazards.
- **Diligent** in staying current with code rules and fundamentals of electricity.
- **Dependable** in applying electrical safety rules to ensure a high level of public trust.
- **Loyal** to public safety.
- **Principled** in enforcing the rules and regulations adopted by local jurisdictions.
2020 / 2021 EDITORIAL CALENDER

GFCI PROTECTION (2020 NEC)
JAN./FEB. 2020 | Ad Close: 10/07/2019 | Materials Due Date: 10/17/2019
Projected Topics:
• Expansion of GFCI requirements to include both 125- and 250-volt receptacles supplied by a single-phase circuit at 150 volts or less to ground in NEC 2020
• New basement requirements in NEC 2020, where GFCI requirements now include all of the basement, finished or not.
• New GFCI protection requirements for dryers and ranges, if the range receptacle is within 6 feet of the sink

RESIDENTIAL DWELLINGS (EMERG. POWER DISCONNECTS)
MARCH/APRIL 2020 | Ad Close: 12/07/2019 | Materials Due Date: 12/17/2019
Projected Topics:
• Addition of Article 230.85 that requires an emergency power disconnect to be installed in a readily accessible location outside of the dwelling
• Revision to add conditions for a service disconnect to consist of two to six switches or circuit breakers. This will force the majority of service disconnecting means to be a single switch or circuit breaker or meet specific requirements in order to have more than one

WORKPLACE SAFETY / ELECTRICAL SAFETY MONTH
MAY/JUNE 2020 | Ad Close: 02/07/2020 | Materials Due Date: 02/17/2020
Projected Topics:
• OSHA requirements and history
• NFPA 70E®: Standard for Electrical Safety in the Workplace®
• Protecting Workers Outdoors

SWITCHBOARDS, SWITCHGEAR, & PANELBOARDS (OH MY)
JULY/AUGUST 2020 | Ad Close: 04/07/2020 | Materials Due Date: 04/17/2020
Projected Topics:
• 408.4(A) Circuit Directory or Circuit Identification
• 408.6 Short-Circuit Current Rating for Switchboards, Switchgear, and Panelboards
• 408.43 Panelboard Orientation

HEALTH CARE FACILITIES
SEPT./OCT. 2020 | Ad Close: 06/07/2020 | Materials Due Date: 06/17/2020
Projected Topics:
• Health Care Facilities and the NEC
• How installations vary per health care facility
• Typical installations in health care facilities

RECEPTACLES, OUTLETS, ETC.
NOV./DEC. 2020 | Ad Close: 08/07/2020 | Materials Due Date: 08/17/2020
Projected Topics:
• 406.5(G)(2) Receptacle Orientation Under Sinks
• 406.9(C) Bathtub and Shower Space Receptacles
• 410.10(D), which provides specific dimensions for electrical installations near bathtubs and shower stalls for luminaires, fans, etc.

BACK TO (ELECTRICAL) BASICS
JAN./FEB. 2021 | Ad Close: 10/07/2020 | Materials Due Date: 10/17/2020
Projected Topics:
• Electrical Basics 101
• Basic Electrical Theory
• How to use the NEC

ELECTRICAL CALCULATIONS
MARCH/APRIL 2021 | Ad Close: 12/07/2020 | Materials Due Date: 12/17/2020
Projected Topics:
• Voltage Drop Formulas
• Power Systems Formulas
• Ohm’s Law and Power in Electrical Circuitry

WORKPLACE SAFETY / ELECTRICAL SAFETY MONTH
MAY/JUNE 2021 | Ad Close: 02/07/2021 | Materials Due Date: 02/17/2021
Projected Topics:
• NFPA 70E 2021 Updates
• OSHA Requirements & Updates
• Common Workplace Safety Hazards

COMMERCIAL INSTALLATIONS & INSPECTIONS
JULY/AUGUST 2021 | Ad Close: 04/07/2021 | Materials Due Date: 04/17/2021
Projected Topics:
• Load Calculations for Commercial Installations
• Commercial vs. Residential Installations
• Power Distribution Calculations

MULTI-FAMILY & HIGHRISES INSTALLATIONS/INSPECTIONS
SEPT./OCT. 2021 | Ad Close: 06/07/2021 | Materials Due Date: 06/17/2021
Projected Topics:
• Basic Structural System Overview for High Rises
• High Altitude Considerations
• Inspection Guides

HIGH- AND MEDIUM-VOLTAGE INSTALLATIONS
NOV./DEC. 2021 | Ad Close: 08/07/2021 | Materials Due Date: 08/17/2021
Projected Topics:
• High-Voltage Installation Basics
• High- and Medium-Voltage Electrical Safety Programs
• Inspection of Medium-Voltage Installations
### AD RATES

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### IAEI MAGAZINE - Premium Positions

Cost equals full-page ad frequency plus applicable percentage below

- **Back Cover**: +20%
- **Inside Front Cover**: +15%
- **Inside Back Cover**: +15%
- **Page One**: +15%
- **Guaranteed Position**: +10%

### MECHANICAL SPECIFICATIONS

- **Bleed**: Allow 1/4” bleed beyond trim
- **Spreads**: Keep live matter 1/4” from edge and gutter
- **Printing**: Web offset on coated stock
- **Binding**: Perfect
- **File Format**: High resolution PDF files with all fonts embedded and crop and bleed marks included
- **Color Images**: Must be converted to CMYK (no spot color)

### AD SIZES

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iaeimagazine.org

IAEI is a well-curated online platform that reaches qualified member and nonmember electrical industry professionals.

IAEI Weekly Update

Recipients of IAЕI’s weekly update e-newsletter are top decision makers in the electrical safety industry.

iaeli.org

IAEІ.org is our association member website. Our members can come for chapter news, events, code education resources, membership renewal, and certification information. Our unique visitors are directly involved with electrical safety through inspection, installation, and manufacturing.
### IAEIMAGAZINE.ORG AD RATES

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### AD SPECIFICATIONS

- **Submission Date:** 15 days prior to the beginning of the insertion date
- **File Format:** GIF, JPEG, PNG
- **Creative:** Ads should have a 1 pixel border
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