Advancing Electrical Safety

2021 MEDIA GUIDE

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

**INTERNATIONAL ASSOCIATION OF ELECTRICAL INSPECTORS**

**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 skilled 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.

### Top Professionals

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing agent, buyer</td>
<td>2%</td>
</tr>
<tr>
<td>Estimator</td>
<td>5%</td>
</tr>
<tr>
<td>Electrician/electrical journeyman, technician</td>
<td>6%</td>
</tr>
<tr>
<td>Contractor</td>
<td>7%</td>
</tr>
<tr>
<td>Owner/partner, chairman, president, treasurer, general manager</td>
<td>13%</td>
</tr>
<tr>
<td>Trainer</td>
<td>25%</td>
</tr>
<tr>
<td>Authoritative having jurisdiction</td>
<td>33%</td>
</tr>
<tr>
<td>Other</td>
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### Business Readers work in:

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<tr>
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<td>Private Company</td>
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<tr>
<td>Local Government</td>
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</tr>
<tr>
<td>County Government</td>
<td>6%</td>
</tr>
<tr>
<td>State/Province Government</td>
<td>7%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>1%</td>
</tr>
<tr>
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<td>10%</td>
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</table>

#### 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.
2021 EDITORIAL CALENDAR

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

IAEI Magazine.org
IAEImagazine.org is our magazine website. The average monthly unique visitors reaches over 50,000 people involved with electrical safety.

IAEI WEEKLY UPDATE 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
Submission Date: 15 days prior to the beginning of the insertion date
Webinar Sponsorship
IAEI's Online Training webinars allow individuals to learn at their own pace or live with an expert instructor. They can choose topics from a full list of courses covering what they need to know from the NEC and other electrical codes and standards.

IAEI webinars typically run 60 to 90 minutes in length. These learning opportunities are promoted to the entire IAEI membership and other professionals seeking electrical education.

Currently we have over 50 courses available for on-demand sponsorship.

Benefits of IAEI Webinar Sponsorship
- Sponsors will be recognized and named as the sponsor in program marketing materials including emails and website descriptions with their name and company logo
- Sponsorship information will be included in Webinar recordings providing marketing for the sponsor beyond the live Webinar program via on-demand sessions
- Sponsors will have the opportunity to provide a one minute company profile or overview before the start of the program

Fees
- The cost for sponsorship will be $1,000 per webinar
- IAEI Corporate members will receive $200 discounts on sponsorship fees.

Sponsor Commitment to IAEI
- Promotional information to endorse the Webinar must be submitted to IAEI at least two weeks in advance of the scheduled Live webinar
- The company overview or profile will not exceed one minute
- The sponsor will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group
- The sponsor is responsible for adhering to the guidelines outlined in this document.
- IAEI staff will have final determination and review of sponsor’s submitted material.

Other
- IAEI has the final determination of the content, length, and date of the Webinar.
- Any promotional material may include a disclaimer statement that IAEI does not endorse the sponsor or its products.
- Sponsor recognizes that the Webinar will be recorded by IAEI and made available to its members for on-demand sessions.
- Webinar registration will be closed if deemed necessary or canceled due to lack of interest and sponsorship can be transferred to a future Webinar.

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