

INTERNATIONAL ASSOCIATION OF ELECTRICAL INSPECTORS

IAVEI

2023 MEDIA KIT



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

MAGAZINE | E-NEWSLETTERS | WEBSITE | DIGITAL TRAINING

AUDIENCE INSIGHTS

IAEI Magazine and its associated digital platforms drive electrically code-compliant installations and inspections by providing insights through well-curated technical articles authored by subject matter experts in the electrical industry.

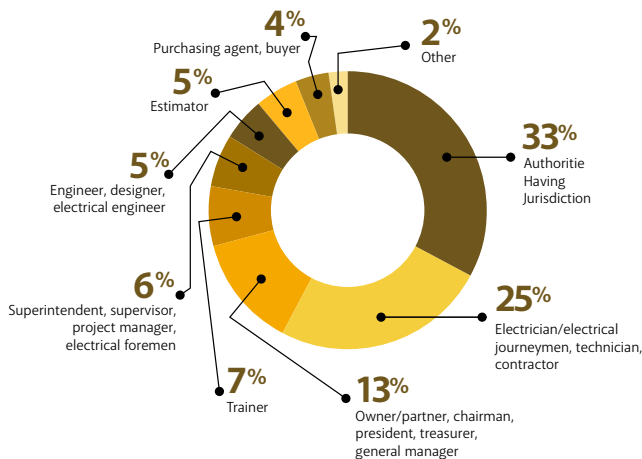
REACH

Through our print and online channels, we reach 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, building officials, electricians, contractors, manufacturers, testing agencies, and industry partners.

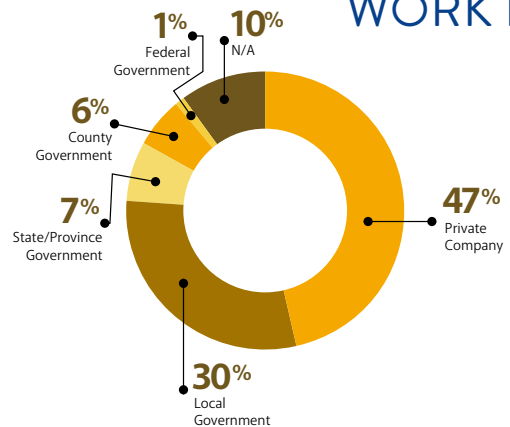
The **IAEI Digital Flipbook** is also distributed to over 65,000 ICC members on a bi-monthly basis.



JOB FUNCTION



BUSINESS READERS WORK IN:



2023 MAGAZINE EDITORIAL CALENDAR

WINTERIZING ELECTRICAL SYSTEMS

WINTER 2023

Ad Close: 10/15/2022

Ad Materials Due Date: 11/30/2022

APPLIANCES

+ SUMMER SAFETY

SUMMER 2023

Ad Close: 04/15/2023

Ad Materials Due Date: 05/30/2023

WORKPLACE SAFETY /ELECTRICAL SAFETY MONTH

SPRING 2023

Ad Close: 01/15/2023

Ad Materials Due Date: 02/30/2023

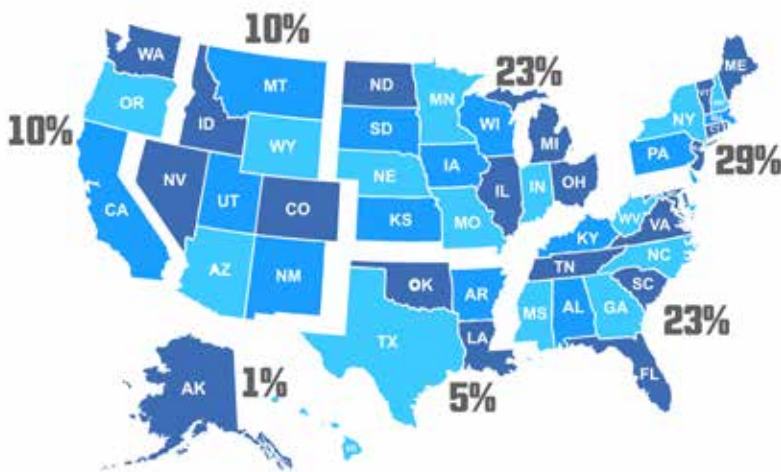
TOOLS OF THE INSPECTOR / SCHOOL SAFETY

FALL 2023

Ad Close: 07/15/2023

Ad Materials Due Date: 08/30/2023

MAGAZINE SUBSCRIBERS BY REGION



ARTICLES/COLUMNS

We also welcome articles or columns by our advertisers. If you would like to inform authorities having jurisdictions / inspectors, electricians, or other industry professionals, please contact us at editorial@iaei.org.

We also accept press releases for inclusion on iaeimagazine.org.

2023 MAGAZINE AD RATES & SPECIFICATIONS

AD RATES

Ad Sizes	1x	2x	4x	8x
2-Page Spread	\$10,560	\$10,307	\$9,867	\$9,537
Full Page	\$5,522	\$5,401	\$5,126	\$4,994
2/3 Page Vertical	\$5,225	\$5,093	\$4,785	\$4,609
1/2 Page Horizontal	\$4,884	\$4,796	\$4,620	\$4,422
1/2 Page Vertical	\$4,961	\$4,862	\$4,653	\$4,488
1/3 Page Vertical	\$4,213	\$4,147	\$4,015	\$3,817
1/4 Page Square	\$3,872	\$3,685	\$3,443	\$3,333

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

		Trim Size (WxH)	Bleed Size (WxH)	Live Area (WxH)
2-Page Spread		16.50" x 10.875"	17" x 11.375"	7.25" x 9.875"x2
Full Page		8.25" x 10.875"	8.5" x 11.125"	7.25" x 9.875"
2/3 Page Vertical		5" x 9.875"		
1/2 Page Horizontal		7.25" x 4.75"		
1/2 Page Vertical		3.5" x 9.875"		
1/3 Page Vertical		2.5" x 9.875"		
1/4 Page Square		3.5" x 4.75"		

Publication Trim Size: 8.25" x 10.875"

Bleed: Ads with bleed should be extended 0.125 inches beyond the trim.

Printing Method: Web Offset

Binding Method: Perfect Bound

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be cancelled during contract cycle. Verbal cancellations will not be accepted.

DIGITAL ADVERTISING

Showcase your brand to our rich mix of electrical professionals in with our portfolio of display and media banners.

WEB BANNERS

Banners appear on the home page and category pages. [If you would like to target a specific article, such as one on code changes, you can also target those too.] Standard display banners appear on desktop, tablet, and mobile.

▶ IAEI.org

IAEI.org is our association member website. Our unique visitors are directly involved with electrical safety through inspection, installation, and manufacturing.

▶ IAEImagazine.org

IAEImagazine.org is our magazine website. The average monthly unique visitors reaches over 50,000 people involved with electrical safety. You can be on the homepage, category page, or article.

IAEI.ORG / IAEIMAGAZINE.ORG AD RATES

Ad	Size	3 mo.	6 mo.	12 mo.
Homepage Banner	728x90	\$2,310	\$3,960	\$6,820
Internal Banner	728x90	\$2,145	\$3,905	\$6,600
Rectangle	300x250	\$1,705	\$3,080	\$5,665

CATEGORY SPONSORSHIPS

Print advertisers get a 300x250 banner on the issue category page. As an advertiser, you can also sponsor real estate in a content category, such as Evolving Technologies or Industry Standards. Ad banner sizes are 300x250 and in the right-hand column. **\$1000 Flat Rate/Monthly**

NEWSLETTERS

Banners appear weekly on the IAEI Weekly Update.

▶ IAEI Weekly Update

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

IAEI WEEKLY UPDATE AD RATES

Ad	Size	3 mo.	6 mo.	12 mo.
Banner	600x90	\$5,665	\$11,000	\$20,405
Product Showcase	300x250	\$4,510	\$8,690	\$16,115

AD SPECIFICATIONS

Materials due:

Seven business days prior to publication

File Formats:

GIF, JPEG, PNG

Send banner ads to:

laura@publmetry.com

BILLING

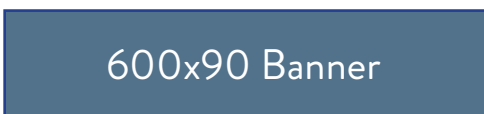
Net due:

Rate is billed three-month increments (not per month).

For example, for a homepage banner, it is \$2100 total for three months, not \$2,100 every month over a three month period. Total due for entire run would be just \$2,100.

Send billing questions to:

chiggs@iaei.org



PRODUCT SHOWCASE



Text beneath picture should not exceed 100 words (paragraph length).

IAEI DIGITAL EDUCATION EVENTS



Webinar & Video Sponsorship

IAEI's Online Training webinars and YouTube Channel 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 70 courses available for on-demand sponsorship.

IAEI also has a weekly #IAEINewsLive with Thomas Domitrovich on YouTube with training content.

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 or pre-recorded on-demand video.

WWW.IAEICOURSES.ORG

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BRAND RESOURCES

WEBSITES: iaeimagazine.org \ iaei.org

FACEBOOK: <http://www.facebook.com/iaeiorg>

LINKEDIN: <http://www.linkedin.com/company/international-association-of-electrical-inspectors/>

TWITTER: <https://twitter.com/IAEI>

YOUTUBE: youtube.com/user/IAEIInternational