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.
2024 MAGAZINE EDITORIAL CALENDAR

ELECTRICAL INDUSTRY OUTLOOK/ COLLABORATIVE BUILDING
WINTER 2024
Ad Close: 10/15/2023
Ad Materials Due Date: 11/30/2023

TOOLS & EQUIPMENT
SUMMER 2024
Ad Close: 04/15/2024
Ad Materials Due Date: 05/30/2024

WORKFORCE DEVELOPMENT/ ELECTRICAL SAFETY MONTH
SPRING 2024
Ad Close: 01/15/2024
Ad Materials Due Date: 02/30/2024

EMERGING TECHNOLOGIES
FALL 2024
Ad Close: 07/15/2024
Ad Materials Due Date: 08/30/2024

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@publimetry.com.

We also accept press releases for inclusion on iaeimagazine.org.
# 2024 Magazine Ad Rates & Specifications

## AD Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$10,560</td>
<td>$10,307</td>
<td>$9,867</td>
<td>$9,537</td>
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<td>Full Page</td>
<td>$5,020</td>
<td>$4,910</td>
<td>$4,660</td>
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<td>$4,750</td>
<td>$4,630</td>
<td>$4,350</td>
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<td>$4,440</td>
<td>$4,360</td>
<td>$4,200</td>
<td>$4,020</td>
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<td>$4,510</td>
<td>$4,420</td>
<td>$4,230</td>
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<td>1/3 Page Vertical</td>
<td>$3,830</td>
<td>$3,770</td>
<td>$3,650</td>
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<td>1/4 Page Square</td>
<td>$3,520</td>
<td>$3,350</td>
<td>$3,130</td>
<td>$3,030</td>
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</table>

### IAЕІ 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

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Trim Size (WxH)</th>
<th>Bleed Size (WxH)</th>
<th>Live Area (WxH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>16.50” x 10.875”</td>
<td>17” x 11.375”</td>
<td>7.25” x 9.875” x2</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25” x 10.875”</td>
<td>8.5” x 11.125”</td>
<td>7.25” x 9.875”</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5” x 9.875”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.25” x 4.75”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5” x 9.875”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.5” x 9.875”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>3.5” x 4.75”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Banner</td>
<td>728x90</td>
<td>$2100</td>
<td>$3600</td>
<td>$6200</td>
</tr>
<tr>
<td>Internal Banner</td>
<td>728x90</td>
<td>$1950</td>
<td>$3550</td>
<td>$6000</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250</td>
<td>$1550</td>
<td>$2800</td>
<td>$5150</td>
</tr>
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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

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>600x90</td>
<td>$5150</td>
<td>$10,000</td>
<td>$18,550</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>300x250</td>
<td>$4100</td>
<td>$7900</td>
<td>$14,650</td>
</tr>
</tbody>
</table>

AD SPECIFICATIONS

Materials due:
Seven business days prior to publication

File Formats:
GIF, JPEG, PNG

Send banner ads to:
editorial@publimetry.com and 
Pillamas@iaei.org

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:
Pillamas@iaei.org

PRODUCT SHOWCASE

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

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Richardson, Texas 75083-0848

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901 Waterfall Way, Ste. 602
Richardson, Texas 75080-7702

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

IAEIMAGAZINE.ORG