

2010 necplus® newsbriefs

Electronic Newsletter Advertising Opportunities

necplus® newsbriefs is a twice monthly electronic newsletter reaching a targeted audience of 40,000-plus:

- Electrical Contractors
- Industrial/Commercial electrical personnel
- Consulting/Specifying electrical engineers

necplus® newsbriefs is an executive summary of newsworthy articles pertaining to the National Electrical Code® (NEC®), NFPA 70E, and the electrical industry in general.

AVAILABLE AD POSITIONS AND SPECIFICATIONS

- Contract pricing is for 3 consecutive months
- Choose either the first or second distribution
- Acceptable files are jpeg, gif, animated gif (no flash)
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Skyscraper 1	120 x 600	\$2,100	3 months
Skyscraper 2	120 x 600	\$1,800	3 months

necplus® newsbriefs PUBLISHING SCHEDULE

Month	Distribution Date	Materials Due
January	January 5	December 21
	January 21	January 15
February	February 3	January 27
	February 18	February 13
March	March 5	February 22
	March 22	March 16
April	April 6	March 30
	April 23	April 16
May	May 3	April 26
	May 20	May 13
June	June 2	May 26
	June 21	June 14
July	July 7	June 29
	July 20	July 13
August	August 6	July 30
	August 18	August 11
September	September 7	August 31
	September 22	September 15
October	October 4	September 28
	October 20	October 13
November	November 5	October 29
	November 22	November 15
December	December 2	November 24
	December 20	December 13

(Dates are subject to change)

Each issue will feature articles of industry-wide interest. In 2010, several issues will focus on the 2011 NEC® changes. Also watch for articles on hazardous locations, overcurrent protection, grounding and bonding, electrical safety, healthcare, and other newsworthy subjects sure to generate discussion and increase readership.

The screenshot shows the necplus newsbriefs website interface for October 7, 2009. It features a navigation bar with 'Subscribe', 'NFPA Glossary of Terms', and 'About our Products'. The main content area is divided into sections: 'BANNER 1 468 x 80', 'BANNER 2 468 x 80', and 'BANNER 3 468 x 80'. A central article titled 'Alternate Energy Systems and the NEC' by Edward Brown is displayed. To the right, there are two 'SKYSCRAPER 1 120 x 600' and 'SKYSCRAPER 2 120 x 600' ad positions. A sidebar on the right contains 'Q & A FROM THE NEC EXPERTS' and 'SEMINARS / EVENTS' sections.



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