



INDEPENDENT  
ELECTRICAL  
CONTRACTORS

# IEC 2023 MEDIA OPPORTUNITIES

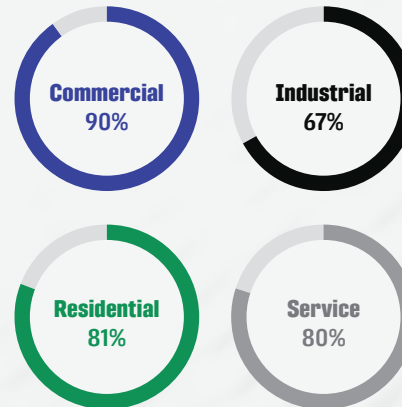


# IEC AUDIENCE

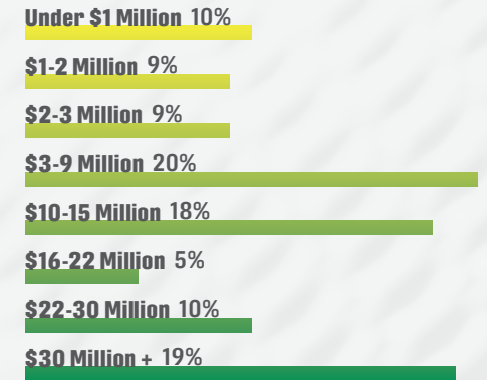
IEC has grown into an influential **52-chapter** association representing more than **3,600 company members** and nearly **80,000 electrical workers**. IEC has expanded its alliance to include nearly **16,000 apprentices** who are in the process of learning to become prominent and productive electricians.



## INDUSTRY SPECIALIZATION OF IEC MEMBERS



## SALES VOLUME OF MEMBER COMPANIES



**REACH MORE THAN  
3,600 MEMBER  
COMPANIES  
& THEIR EMPLOYEES**



**3,667** TOTAL  
MEMBERS



**52** PROFESSIONAL  
CHAPTERS

Presidents  
Vice Presidents  
Project Managers  
General Managers  
Foremen  
Field Electricians  
Electrical Apprentices  
...and more



# IEC INSIGHTS



**6,500** SUBSCRIBERS AND  
PRINTED COPIES

*IEC Insights* is the award-winning, hallmark publication for today's electrical and systems contractors. The magazine reaches a subscriber base of more than 7,000 professionals per issue. Published six times per year, IEC Insights is packed with timely feature articles, expert columns, innovative new products, and specialty pieces written by and for electrical contracting industry professionals.

## JANUARY/FEBRUARY PUBLICATION

Ad reservation: Nov. 15, 2022  
Ad materials: Dec. 1, 2022

## MARCH/APRIL PUBLICATION

Ad reservation: Jan. 16, 2023  
Ad materials: Feb. 1, 2023

## MAY/JUNE PUBLICATION

Ad reservation: Mar. 15, 2023  
Ad materials: Mar. 31, 2023

## JULY/AUGUST PUBLICATION

Ad reservation: May 15, 2023  
Ad materials: June 1, 2023

## SEPTEMBER/OCTOBER PUBLICATION

Ad reservation: July 14, 2023  
Ad materials: Aug. 1, 2023

## NOVEMBER/DECEMBER PUBLICATION

Ad reservation: Sep. 15, 2023  
Ad materials: Oct. 2, 2023

# IEC INSIGHTS

*IEC Insights* presents the world-class content found in the *IEC Insights* print magazine and features exclusive additional content including an archive of past editions, the ability to share content via social media, and biographies of our expert authors.

Ads purchased are published in both print and digital. Digital ads appear in the following sections of the Insights Online website:

[insights.ieci.org](https://insights.ieci.org)

[insights.ieci.org/articles](https://insights.ieci.org/articles)

[insights.ieci.org/insights-archive](https://insights.ieci.org/insights-archive)

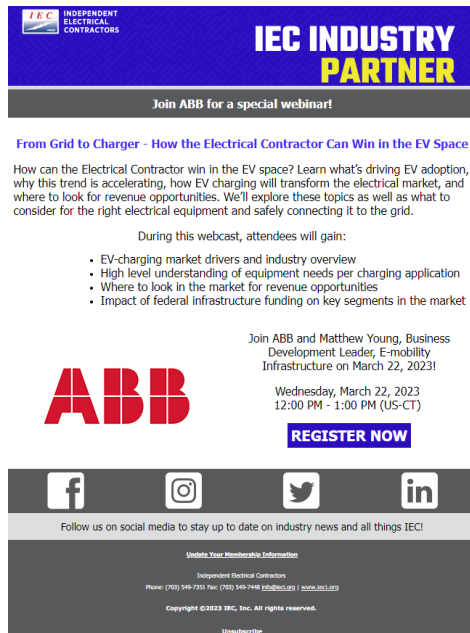
## 2023 INSIGHTS PRINT & DIGITAL RATES

Ad Size	Rate
Full page print + digital	\$5,500
Full page spread print + digital	\$7,000
1/2 page (vertical or horizontal) print + digital	\$5,000



# EMAIL BLASTS & SOCIAL MEDIA

Looking to reach an even larger digital audience? IEC's email blasts and social media opportunities are second to none and will put your brand in front of an expanded audience of prospects, field technicians, electrical contractors, and the public.




The screenshot shows a webinar registration page for ABB, an IEC Industry Partner. The header includes the IEC logo and the text 'IEC INDUSTRY PARTNER'. Below this, it says 'Join ABB for a special webinar!'. The main title is 'From Grid to Charger - How the Electrical Contractor Can Win in the EV Space'. The description explains that the webinar will explore how EV charging will transform the electrical market and where to look for revenue opportunities. It lists topics such as EV-charging market drivers, equipment needs, and federal infrastructure funding. The event is scheduled for Wednesday, March 22, 2023, from 12:00 PM to 1:00 PM (US-CT). A 'REGISTER NOW' button is prominently displayed. At the bottom, there are social media icons for Facebook, Instagram, Twitter, and LinkedIn, along with contact information for IEC.

## Email Blasts

Single Email Blast to an audience of 4,600 contractor members. Maximum on eBlast per advertiser per quarter. HTML file at a width of 650 px is required from advertiser.

IEC Sponsor	\$1,200
Non Sponsor	\$2,200

 AVERAGE OPEN RATE  
**32%**

## Social Media

### SOCIAL MEDIA POSTS INCLUDING TEXT & IMAGE

#### IEC SOCIAL MEDIA BUNDLE:

Post your message on all 4 of IEC's platforms

- Facebook, Twitter, LinkedIn, and Instagram.

**\$500 per post**



# IEC DIGITAL NEWSLETTER


IECX is emailed to our full membership on a monthly basis. Reach the audience you need to help your business soar through these profit-building opportunities.


## IECX

IECX is IEC's monthly all member newsletter sent the last Friday of every month. Including the latest news from IEC on events, educational opportunities, initiatives, podcast and webinar calendars, and much more, IECX is a great tool to capture the interest of the overall IEC community.

Ad Size	Price per Newsletter
650px W x 100px H	\$800 each

Placement is assigned on a first come, first served basis. As existing spaces open up, IEC will rotate up existing ads into the higher slots.

 AVERAGE OPEN RATE PER ISSUE  
**32.81%**



The image shows a preview of the IECX newsletter. At the top, it features the IEC logo and the IECX IEC EXTENSION logo. Below this is a section with a video player icon and a photo of Troy Corrigan, the 2022 IEC President. A large yellow arrow points to a section labeled 'YOUR AD HERE'. Below this is a 'PARTNERS' section featuring Siemens and NPP (National Purchasing Partners). The Siemens section highlights their first UL listing for a 120-volt, single pole solid-state circuit breaker. The NPP section mentions their partnership with Projul, a construction management software solution. At the bottom, there is a mention of Milwaukee Tool launching a full system of BOLT™.

**YOUR AD HERE**

**PARTNERS**

**SIEMENS**

**NEW NPP Partner: Projul**

**Milwaukee Tool Launches Full System of BOLT™**

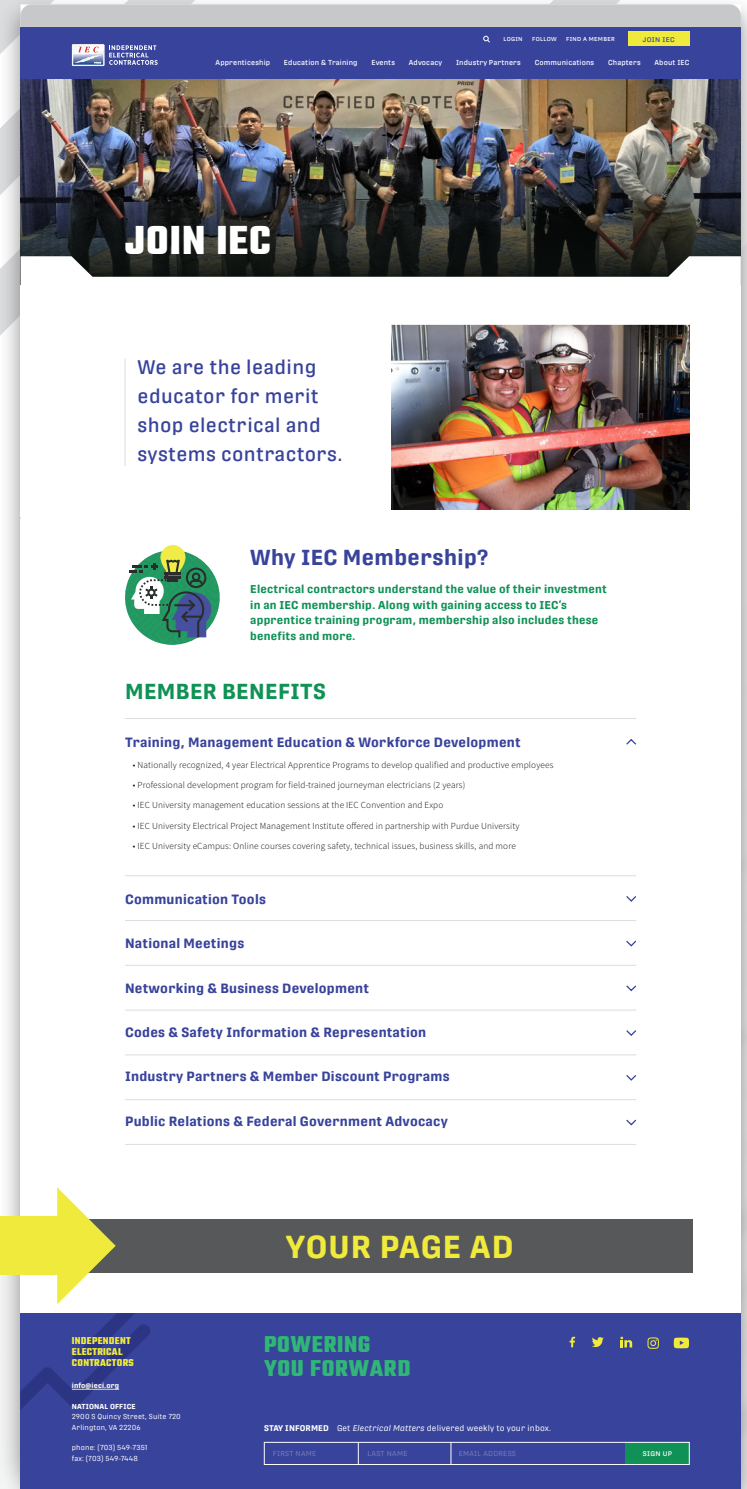
# IEC NATIONAL WEBSITE

Get onboard with the new IEC National website. Featuring a dynamic new design, inspirational messaging, and an easy, user-friendly navigation, the new website will be a must for organizations seeking to get their brand in front of electrical contractors, practitioners, and the public at large.

Ad Size	Cost Per Month
1200px W x 150px H	\$5,000

- Chapter Corner
- Events
- Education Page
- Membership Page

**25,445**  
**AVERAGE**  
**WEBSITE VIEWS**



The screenshot shows the IEC National Website. The header features the IEC logo and navigation links: Apprenticeship, Education & Training, Events, Advocacy, Industry Partners, Communications, Chapters, and About IEC. A prominent banner at the top reads "JOIN IEC" with a group photo of electricians. Below this, a section titled "We are the leading educator for merit shop electrical and systems contractors." is accompanied by a photo of two electricians. A "Why IEC Membership?" section highlights the value of investment in an IEC membership, including access to the apprentice training program and other benefits. A "MEMBER BENEFITS" section lists various offerings, each with a dropdown arrow: Training, Management Education & Workforce Development; Communication Tools; National Meetings; Networking & Business Development; Codes & Safety Information & Representation; Industry Partners & Member Discount Programs; and Public Relations & Federal Government Advocacy. A large yellow arrow points from the "25,445 AVERAGE WEBSITE VIEWS" text to a "YOUR PAGE AD" box. The footer includes the IEC logo, contact information for the National Office (2900 S Quincey Street, Suite 720, Arlington, VA 22206), phone (703) 549-7351, fax (703) 549-7448, and social media links. It also features a "POWERING YOU FORWARD" tagline and a "STAY INFORMED" section with a form to get electrical matters delivered weekly.



# INTERESTED IN PARTNERING WITH IEC?

Bundle pricing available.

## CONTACT

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