



INDEPENDENT  
ELECTRICAL  
CONTRACTORS

# IEC 2022 MEDIA PLANNER





# ABOUT IEC

**FOUNDED IN 1957** as the Associated Independent Electrical Contractors of America, the primary goal of the original association was to consider and deal with, by all lawful means, common problems of management, distribution, employment, and financial functions of the electrical construction industry; to foster cooperation in advancing the common purposes of its members; and to promote activities that enabled the industry to advance with the greatest economy and efficiency.

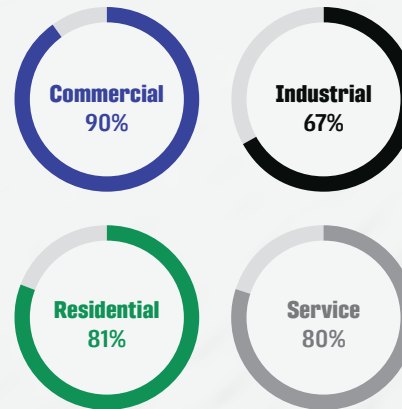
The association's first offices were located in Texas, and in 1962, IEC was granted a certificate of incorporation. IEC convinced the U.S. Department of Labor to adopt national pattern standards of Apprenticeship and Training, and for the first time, registered apprenticeship was recognized across the country for those adopting the "Open Shop" or "Merit Shop" philosophy.

IEC has now 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 14,000 apprentices who are in the process of learning to become prominent and productive electricians.

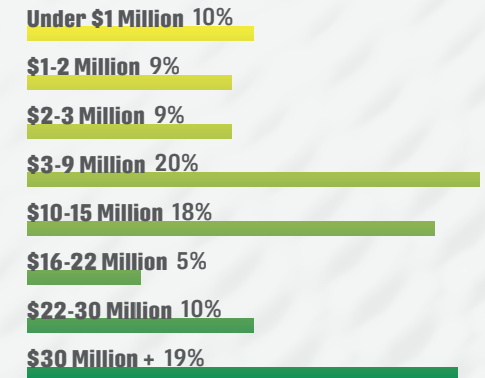
The association will continue to expand its services to members and serve as a strong voice for independent electrical and systems contractors on the many issues that affect the industry.

# IEC AUDIENCE

## 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

# ADVERTISE WITH IEC

IEC will present and promote your brand, services, and products to members of the electrical contracting industry eager to do business with you, including commercial, industrial, residential, and service professionals.

Choose from these outstanding opportunities to put the power of IEC behind your brand.

**Together, we will power the industry forward.**

## CONTACT

**Kevin Davoren Account Executive**  
**kdavoren@ieci.org**

**773-401-9496**

## **IECI.org 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.

**IEC Insights Magazine** is the official bi-monthly hallmark publication of the Independent Electrical Contractors. It is delivered directly to 7,000 electrical industry professionals across North America who work in all areas of the electrical and systems contracting community.

**IEC Insights Online** goes digital with the world-class content found in the *IEC Insights* print magazine. Featuring exclusive additional content, an archive of past editions, the ability to share content via social media, and biographies of our expert authors, you can't afford to let this opportunity pass you by.

**The IECX newsletter** is emailed to our full membership on a bi-weekly basis. Advertise in this publication and watch your ROI soar.

**IEC E-Blasts and Social Media** reach an expanded IEC audience of prospects, field technicians, electrical contractors, and the public. Get your brand and innovative products and services in front of your target audiences quickly and easily.



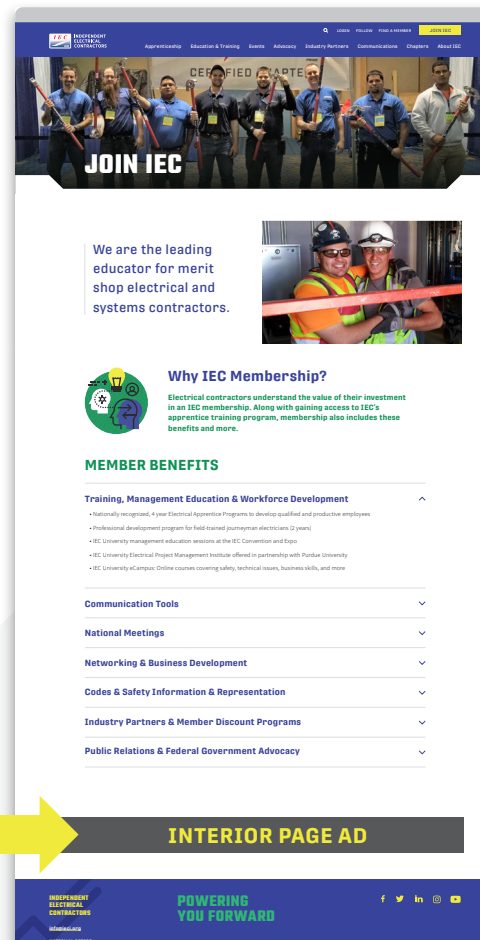
NEW FOR 2022

# IEC NATIONAL WEBSITE

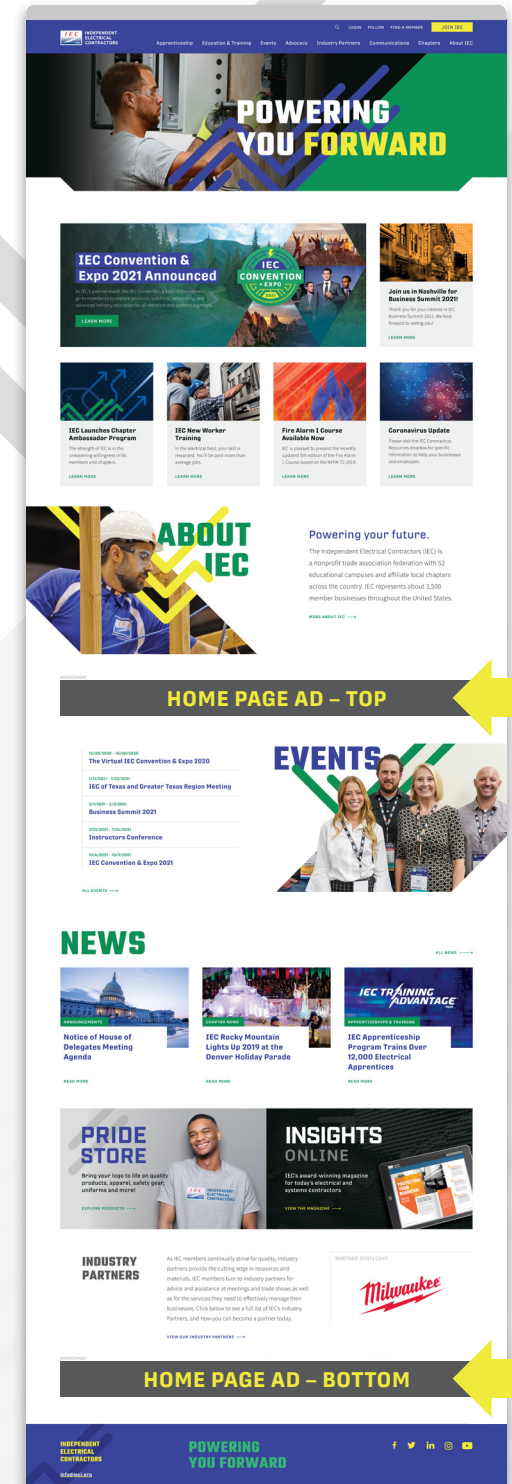
Get onboard with the new IEC National website. Featuring a dynamic new design, inspirational messaging, and an easy, user-friendly navigation, the new website will be a must for organizations seeking to get their brand in front of electrical contractors, practitioners, and the public at large.

Ad Size	Qty	Cost Per Month
1200px W x 150px H (Home Page – Top)	1	\$5,000
1200px W x 150px H (Home Page – Bottom)	1	\$3,000
1200px W x 150px H (Interior Pages)	6	\$3,000

- Chapter Corner
- Events
- Education Page
- Membership Page



INTERIOR PAGE AD



HOME PAGE AD – TOP

NEWS

HOME PAGE AD – BOTTOM

# IEC INSIGHTS



*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.

With themes that explore building a resilient business, creating a safety culture within your organization, developing leaders, promoting apprenticeships, advocacy, diversity and inclusion, and more, *IEC Insights* highlights current trends and provides the leading voice for the electrical contracting industry.

## **JANUARY/FEBRUARY** **Workforce Development**

Ad Reservation: 11/26/2021  
Ad Submission: 12/3/2021  
Mailing Date: 1/3/2022

## **MARCH/APRIL** **Lighting Special**

Ad Reservation: 1/10/2022  
Ad Submission: 1/17/2022  
Mailing Date: 2/21/2022

## **MAY/JUNE** **Safety Issue**

Ad Reservation: 3/18/2022  
Ad Submission: 3/25/2022  
Mailing Date: 4/22/2022

## **JULY/AUGUST** **Tools & Equipment**

Ad Reservation: 5/13/2022  
Ad Submission: 5/26/2022  
Mailing Date: 6/24/2022

## **SEPTEMBER/OCTOBER** **Pre-Convention Edition**

Ad Reservation: 7/15/2022  
Ad Submission: 7/22/2022  
Mailing Date: 9/1/2022

## **NOVEMBER/DECEMBER** **Award Winners and Post-Convention**

Ad Reservation: 9/16/2022  
Ad Submission: 9/23/2022  
Mailing Date: 10/28/2022



# IEC INSIGHTS

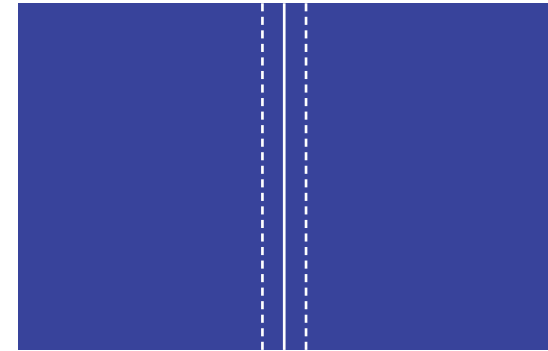
## Advertising Specs

### ARTWORK REQUIREMENTS

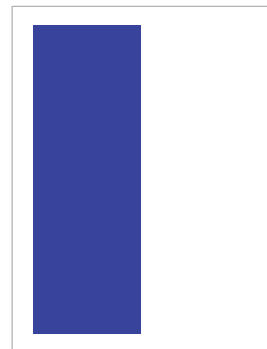
- Minimum 300dpi resolution
- 4-color, CMYK only (no RGB or spot colors)
- 0.125" bleed around all sides if submitting a full page or full page spread ad
- Submit as high-resolution .pdf or .tif



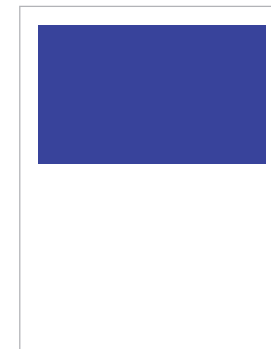
**FULL PAGE**  
8.375"W x 10.875"H



**FULL PAGE SPREAD (2 PAGES)**  
16.75"W x 10.875"H  
Leave 1" space between text/important graphics where they cross the gutter (or 0.5" on each side)



**1/2 PAGE – VERTICAL**  
3.375"W x 8.93"H



**1/2 PAGE – HORIZONTAL**  
7"W x 4.325"H

	Trim	Live area	Bleed
Full page	8.375"W x 10.875"H	6.875"W x 9.875"H	8.625"W x 11.125"H
Full page spread (2 pages)	16.75"W x 10.875"H	15.25"W x 9.875"H*	17"W x 11.125"H
1/2 page – vertical	3.375"W x 8.93"H	n/a	do not include bleed
1/2 page – horizontal	7"W x 4.325"H	n/a	do not include bleed

*\*This publication is perfect bound. Leave 1" space between text/important graphics where they cross the gutter (or 0.5" on each side).*

*Hyperlinks within ads are included in the digital version of magazine.*

# IEC INSIGHTS ONLINE

*IEC Insights Online* 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 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)

## WEBSITE DIGITAL SPECIFICATIONS

- Each ad space is purchased for a period of 60 days, and includes one change to artwork during that time period
- Art should be submitted at a minimum resolution of 72dpi
- RGB color only

AVERAGE TIME SPENT ON EACH PAGE

**4 MINUTES**

## 2022 INSIGHTS PRINT ADVERTISING RATES

Ad Size	1x insertion	3x insertion	6x insertion
Full page (8.375"W x 10.875"H)	\$3,795	\$3,595	\$3,495
Full page spread (16.75"W x 10.875"H)	\$5,695	\$5,395	\$5,245
1/2 page – vertical (3.375"W x 8.93"H)	\$3,025	\$2,875	\$2,783
1/2 page – horizontal (7"W x 4.325"H)	\$3,025	\$2,875	\$2,785

## 2022 INSIGHTS ONLINE WEBSITE DIGITAL ADVERTISING RATES

Ad Size	1x insertion	3x insertion	6x insertion
300px W x 250px H (sidebar ad)	\$1,850	\$1,665	\$1,480
300px W x 500px H (sidebar ad)	\$3,700	\$3,330	\$2,960
300px W x 750px H (sidebar ad)	\$5,550	\$4,995	\$4,440
900px W x 125px H (banner ad)	\$2,165	\$1,950	\$1,732

## 2022 INSIGHTS PRINT + INSIGHTS ONLINE WEBSITE DIGITAL ADVERTISING RATES

**BUNDLE AND SAVE 20%**

Ad Size	1x insertion (20% off)	3x insertion (20% off)	6x insertion (20% off)
Full page print + 300px W x 250px H digital	\$4,516	\$4,208	\$3,980
Full page print + 300px W x 500px H digital	\$5,996	\$5,540	\$5,164
Full page print + 300px W x 750px H digital	\$7,436	\$6,872	\$6,348
Full page print + 900px W x 125px H digital	\$4,768	\$4,436	\$4,182
Full page spread print + 300px W x 250px H digital	\$6,036	\$5,648	\$5,380
Full page spread print + 300px W x 500px H digital	\$7,516	\$6,980	\$6,564
Full page spread print + 300px W x 750px H digital	\$8,956	\$8,312	\$7,748
Full page spread print + 900px W x 125px H digital	\$6,288	\$5,876	\$4,334
1/2 page (vertical or horizontal) print + 300px W x 250px H digital	\$3,900	\$3,632	\$3,412
1/2 page print + 300px W x 500px H digital	\$5,380	\$4,940	\$4,596
1/2 page print + 300px W x 750px H digital	\$6,860	\$6,296	\$5,780
1/2 page print + 900px W x 125px H digital	\$4,152	\$3,860	\$3,412



# IEC DIGITAL NEWSLETTER

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

## IECX

IECX is IEC's bi-weekly, all member newsletter. 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	Qty/Issue	Price per Newsletter
650px W x 100px H	5	\$700 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  
**14%**

**YOUR AD HERE**

**IEC Extension**  
INDEPENDENT ELECTRICAL CONTRACTORS  
f LIKE t FOLLOW i ENGAGE

**IEC 2021 INSTRUCTORS CONFERENCE**  
JULY 22-24, 2021 | PITTSBURGH  
SPONSORED BY: AIA, F.T.N.

**Calling All Instructors!**  
Registration for the 2021 IEC Instructors Conference Now Open  
Are you ready for a vital education and training experience among your peers?

**EMERGING LEADERS**

**Events**  
2020 IEC Instructors Conference  
July 22-24, 2021  
Pittsburgh  
IEC Convention & Expo 2021  
October 6-8, 2021  
Denver

**Webinars**  
IEC Contractor PPP Update and Look Ahead for the Biden Administration

**Podcast**  
The Electrical


# 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. Present your brand and innovative products and services to your target audiences quickly and easily.

## Email Blasts

Single Email Blast to an audience of 4,600 contractor members

<i>Platinum Partner</i>	<i>\$500</i>
<i>Gold/Silver/Bronze Partner</i>	<i>\$750</i>
<i>Non-Partner</i>	<i>\$2,175</i>

 AVERAGE OPEN RATE  
**23%**

*HTML file at a width of 650 px is required from advertiser.*

*If you're interested in reaching a broader audience, beyond contractor members, contact Pon Sengbouttarath at [psengbouttarath@ieci.org](mailto:psengbouttarath@ieci.org).*

## Social Media

### SOCIAL MEDIA POSTS INCLUDING TEXT & IMAGE

#### BUNDLE PACK 2

Post your message on 2 platforms of your choice – Facebook, Twitter, LinkedIn, and Instagram

*\$250 per post*

#### BUNDLE PACK 4

Post messages on all 4 of IEC's platforms – Facebook, Twitter, LinkedIn, and Instagram

*\$400 per post*

### SOCIAL MEDIA POSTS INCLUDING TEXT & VIDEO

#### BUNDLE PACK 2

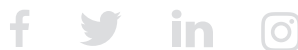
Post your message on 2 platforms of your choice – Facebook, Twitter, LinkedIn, and Instagram

*\$350 per post*

#### BUNDLE PACK 4

Post messages on all 4 of IEC's platforms – Facebook, Twitter, LinkedIn, and Instagram

*\$500 per post*





# 2022 IEC ADVERTISING AGREEMENT



**INDEPENDENT  
ELECTRICAL  
CONTRACTORS**

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Agency/Artwork Contact Name: \_\_\_\_\_

Agency/Artwork Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT INFORMATION

Check one: ☐ Check enclosed (payable to IEC) / Credit Card: ☐ Visa ☐ MasterCard ☐ American Express / ☐ Invoice

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Receipt To: \_\_\_\_\_

## REQUIRED SIGNATURES

I have reviewed all items above and agree to the conditions of this advertising placement.

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## ADVERTISING TERMS

- Comped ad reservations in the September/October issue are limited to Platinum Partners only. Full advertising rates apply to all other industry partners.
- Ad position and availability will be on a first-come, first-served basis.
- Print ads are payable after proof of performance is received.
- All ads must have a current year, signed agreement before they will be published.

- IEC reserves the right to reject any advertisement and refund any money paid for that advertisement. IEC reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.
- Advertising rates are subject to change at any time.
- Digital tearsheets will be provided for printed *Insights* advertisements.

IEC Website Ads (pg. 12) \$ \_\_\_\_\_

*Insights* Print Ads (pg. 12) \$ \_\_\_\_\_

*Insights* Digital Ads (pg. 13) \$ \_\_\_\_\_

IECX Newsletter (pg. 14) \$ \_\_\_\_\_

Eblasts (pg. 14) \$ \_\_\_\_\_

Social Media Posts (pg. 14) \$ \_\_\_\_\_

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

**Please submit payment by mail to:  
2900 S. Quincy Street, Suite 720,  
Arlington, VA 22206; fax to  
(703) 549-7448 or by email to  
[billing@ieci.org](mailto:billing@ieci.org).**

## 2022 IEC NATIONAL WEBSITE ADVERTISING RATES

Ad Size	Qty/Issue	Cost Per Month	Month(s)
<input type="checkbox"/> 1200px W x 150px H (Home Page – Top)	1	\$5,000	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> 1200px W x 150px H (Home Page – Bottom)	1	\$3,000	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> 1200px W x 150px H (Interior Pages)	6	\$3,000 each	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> Chapter Corner			
<input type="checkbox"/> Events			
<input type="checkbox"/> Education Page			
<input type="checkbox"/> Membership Page			

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

### ARTWORK REQUIREMENTS

- Each ad space is purchased for a period of 30 days at the prices shown above
- Art should be submitted at a minimum resolution of 72dpi
- RGB color only
- All artwork should be submitted to Laurie Enceneat at [lenceneat@ieci.org](mailto:lenceneat@ieci.org)

## 2022 INSIGHTS PRINT ADVERTISING RATES

Ad Size <i>(other sizes available upon request)</i>	1x insertion	3x insertion	6x insertion	Issue(s)
Full page (8.375"W x 10.875"H)	<input type="checkbox"/> \$3,795	<input type="checkbox"/> \$3,595	<input type="checkbox"/> \$3,495	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/Jun <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec
Full page spread (16.75"W x 10.875"H)	<input type="checkbox"/> \$5,695	<input type="checkbox"/> \$5,395	<input type="checkbox"/> \$5,245	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/Jun <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec
1/2 page – vertical (3.375"W x 8.93"H)	<input type="checkbox"/> \$3,025	<input type="checkbox"/> \$2,875	<input type="checkbox"/> \$2,783	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/Jun <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec
1/2 page – horizontal (7"W x 4.325"H)	<input type="checkbox"/> \$3,025	<input type="checkbox"/> \$2,875	<input type="checkbox"/> \$2,785	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/Jun <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec

Issue Date	Issue Theme	Art/Editorial Deadline
January/February	Education & Workforce Development	December 3
March/April	Lighting Special	January 17
May/June	Safety Issue	March 25
July/August	Tools & Equipment	May 26
September/October	Special Convention Issue	July 22
November/December	Award Winners Showcase	September 23

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

### ARTWORK REQUIREMENTS

- Minimum 300dpi resolution; 4-color, CMYK only (no RGB or spot colors); 0.125" bleed around all sides if submitting a full page or full page spread ad.
- A full-page ad should be sized at 8.375"W x 10.875"H (bleed is not included in that measurement).
- This publication is perfect bound. Please leave 1" space between text/important graphics where they cross the gutter (or 0.5" on each side).
- Please note that in the absence of new art, the previous ad will be rerun.
- Please submit all artwork as either a high-resolution .pdf or .tif to Communications at [communications@ieci.org](mailto:communications@ieci.org).



## 2022 INSIGHTS ONLINE WEBSITE DIGITAL ADVERTISING RATES

Ad Size	1x insertion	3x insertion	6x insertion	Month(s)
300px W x 250px H (sidebar ad)	<input type="checkbox"/> \$1,850	<input type="checkbox"/> \$1,665	<input type="checkbox"/> \$1,480	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
300px W x 500px H (sidebar ad)	<input type="checkbox"/> \$3,700	<input type="checkbox"/> \$3,330	<input type="checkbox"/> \$2,960	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
300px W x 750px H (sidebar ad)	<input type="checkbox"/> \$5,550	<input type="checkbox"/> \$4,995	<input type="checkbox"/> \$4,440	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
900px W x 125px H (banner ad)	<input type="checkbox"/> \$2,165	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$1,732	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec

## 2022 INSIGHTS PRINT + INSIGHTS ONLINE WEBSITE DIGITAL ADVERTISING RATES

**BUNDLE AND SAVE 20%**

Ad Size	1x insertion (20% off)	3x insertion (20% off)	6x insertion (20% off)	Month(s)
Full page print + 300px W x 250px H digital	<input type="checkbox"/> \$4,516	<input type="checkbox"/> \$4,208	<input type="checkbox"/> \$3,980	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page print + 300px W x 500px H digital	<input type="checkbox"/> \$5,996	<input type="checkbox"/> \$5,540	<input type="checkbox"/> \$5,164	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page print + 300px W x 750px H digital	<input type="checkbox"/> \$7,436	<input type="checkbox"/> \$6,872	<input type="checkbox"/> \$6,348	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page print + 900px W x 125px H digital	<input type="checkbox"/> \$4,768	<input type="checkbox"/> \$4,436	<input type="checkbox"/> \$4,182	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page spread print + 300px W x 250px H digital	<input type="checkbox"/> \$6,036	<input type="checkbox"/> \$5,648	<input type="checkbox"/> \$5,380	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page spread print + 300px W x 500px H digital	<input type="checkbox"/> \$7,516	<input type="checkbox"/> \$6,980	<input type="checkbox"/> \$6,564	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page spread print + 300px W x 750px H digital	<input type="checkbox"/> \$8,956	<input type="checkbox"/> \$8,312	<input type="checkbox"/> \$7,748	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
Full page spread print + 900px W x 125px H digital	<input type="checkbox"/> \$6,288	<input type="checkbox"/> \$5,876	<input type="checkbox"/> \$4,334	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
1/2 page (V or H) print + 300px W x 250px H digital	<input type="checkbox"/> \$3,900	<input type="checkbox"/> \$3,632	<input type="checkbox"/> \$3,412	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
1/2 page print + 300px W x 500px H digital	<input type="checkbox"/> \$5,380	<input type="checkbox"/> \$4,940	<input type="checkbox"/> \$4,596	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
1/2 page print + 300px W x 750px H digital	<input type="checkbox"/> \$6,860	<input type="checkbox"/> \$6,296	<input type="checkbox"/> \$5,780	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
1/2 page print + 900px W x 125px H digital	<input type="checkbox"/> \$4,152	<input type="checkbox"/> \$3,860	<input type="checkbox"/> \$3,412	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

*Industry Partners pay the difference between their existing insertions and the digital rate – dependent on partner level.*

### ARTWORK REQUIREMENTS

- Each ad space is purchased for a period of 60 days at the prices shown above
- IEC will allow one change to the ad artwork within the 60-day period
- Art should be submitted at a minimum resolution of 72dpi
- RGB color only
- All artwork should be submitted to Delaney Reid at dreid@ieci.org

## 2022 IECX DIGITAL NEWSLETTER RATES (BIWEEKLY)

Ad Size	Qty/Issue	Price per Newsletter	Month(s)
<input type="checkbox"/> 650px W x 100px H	5	\$700 each	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

## 2022 IEC EBLAST RATES

Quantity	Price per Eblast	Month(s)
Enter Quantity (1-10): _____	<input type="checkbox"/> Non-Partner – \$2,175 each	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
	<input type="checkbox"/> Gold/Silver/Bronze Partner – \$750 each	
	<input type="checkbox"/> Platinum Partner – \$500 each	

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

**REQUESTED DATES/WEEKS\*:** \_\_\_\_\_

## 2022 IEC SOCIAL MEDIA POSTING RATES

	Price per post	Platforms
<input type="checkbox"/> Bundle Pack 2– post including text and image on 2 platforms	\$250	Select two: <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> LinkedIn
<input type="checkbox"/> Bundle Pack 4 – post including text and image on 4 platforms	\$400	<i>Includes Facebook, Instagram, Twitter and LinkedIn</i>
<input type="checkbox"/> Bundle Pack 2 – post including text and video on 2 platforms	\$350	Select two: <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> LinkedIn
<input type="checkbox"/> Bundle Pack 4 – post including text and video on 4 platforms	\$500	<i>Includes Facebook, Instagram, Twitter and LinkedIn</i>

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

**POSTING DATE(S)\*:** \_\_\_\_\_

*\*Scheduling based on availability.*