

NECA NEWS

THE OFFICIAL MAGAZINE FOR NECA ACT, NSW, QLD & TAS

NECA NEWS - YOUR INDUSTRY MAGAZINE

2015 MEDIA KIT



CONNECTING PEOPLE TO THE NEWS



WHY ADVERTISE IN NECA NEWS?

The National Electrical & Communications Association (NECA) is the national voice of the electrotechnology contracting industry.

NECA has more than 5,000 members and 2,000 apprentices nationwide. NECA represents the interests of contractors at all levels of government and industry, ensuring members' needs are heard. These members range from sole traders to large multi-national corporations that specialise in the following areas of electrical (residential / commercial / industrial), communications, accredited service providers, security, air-conditioning, fire prevention, refrigeration and solar.

NECA News is the official magazine of the National Electrical & Communications Association (NECA) ACT, NSW, QLD & TAS. NECA News is the national authority on issues relating to the electrical and services sector delivering industry news.

NECA News reaches a qualified, highly valuable audience - ensuring products and services are found and understood by the right people in the right environment with zero wastage. Through advertising in NECA News you will gain brand recognition, visibility, credibility and a technical library,

NECA News is published five times a year and distributed to over 8,000 - 25% to Members, 75% to industry readers including electrical companies, independent electrical contractors, electrical engineers, fire prevention installers, licensed solar installers, security installers, licensed data and communication installers, air conditioning and refrigeration contractors, approved service providers (ASPs), state and federal Government, metropolitan and regional councils, industry specialists, environment consultants, electrical wholesalers, trade suppliers, WHS officers and registered training organisations including TAFE.

With a minimum pass on rate of three readers per copy, NECA News gives your product exposure to over 24,000 to the most influential people in the building industry - decision makers actively purchasing products, materials and services of the company.



EDITORIAL CONTENT

Welcome editorial must be in form of an educational nature, case studies, etc, accompanied by high resolution digital images (raster) jpg, psd, tiff - effective dpi of 300 or more. See below for dates of editorial deadlines.

NECA has the right to reserve which editorial content is used in each issue and does not guarantee submissions will be included in editorial pages.

Contact Information for all Editorial & Advertising:
Elizabeth Lombardo 02 9021 9613 elizabeth.lombardo@neca.asn.au
Brian Davies 02 9021 9633 brian.davies@neca.asn.au

SPECIFICATIONS - Dimensions & Rates

DIMENSIONS

(all measurements are in millimetres)

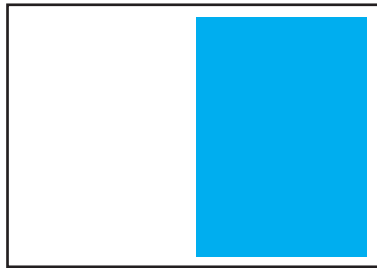


FULL PAGE

Ad Size 267H x 180W

Trim: 297H x 210W

Bleed: 307H x 220W

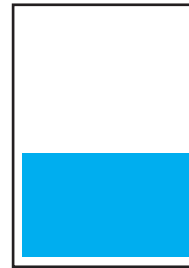


STANDARD DOUBLE PAGE

Ad Size 274H x 400W

Trim: 297H x 420W

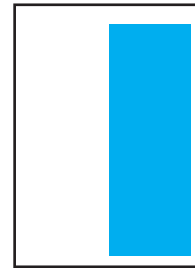
Bleed: 307H x 430W



Half Page Horizontal

Ad Size 130H x 180W

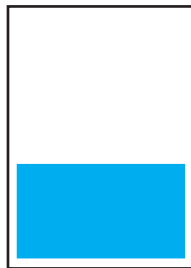
Bleed: no bleed



Half Page Vertical

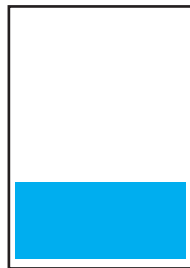
Ad Size 274H x 86.5W

Bleed: no bleed



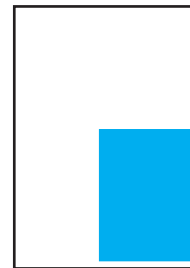
One Third Page Horizontal

Ad size: 86.5H x 180W



Quarter Page Horizontal

63.5H x 180W



Quarter Page Square/Standard

130H x 86.5W

SIZE (all pricing includes gst)	Member Rate	Non Member Rat
Front Cover	\$3,500	\$4,500
IFC (Inside Front Cover)	\$2,500	\$3,500
OBC (Outside Back Cover)	\$2,500	\$3,500
IBC (Inside Back Cover)	\$2,500	\$3,500
DPS (Double Page Spread)	\$3,500	\$4,500
Full Page	\$2,200	\$3,200
Half Page	\$1,500	\$2,500
One Third Page	\$1,100	\$2,100
Quarter Page	\$950	\$1,900
Advertorial Full Page	\$2,400	\$3,400
Advertorial Half Page	\$1,700	\$2,700
Directory Listing (60H X 85W)	\$300 (\$1200 full year)	\$600 (\$2000 full year)
Inserts	price on application	price on application
SPECIAL PRICING		
(1) Choose from IFC, OBC or IBC PLUS New Product Promotion 800 x 600mm in NECA NEWS PLUS 2 publications of NECA eNews (within period of magazine)	\$3,000	N/A
(2) Double Page Spread PLUS New Product Promotion 800 x 600mm in NECA NEWS PLUS 2 publications of NECA eNews (within period of magazine)	\$4,000	N/A
Additional Advertising in NECA South Australia & Western Australia	price on application	price on application

*Discounts apply to NECA members - enquire with NECA

SPECIFICATIONS - DEADLINES & MATERIAL

MAGAZINE DEADLINES

DEADLINES	Mar/Apr 15	May/June 15	July/Aug 15	Sept/Oct 15	Nov/Dec 15
BOOKING	Friday 23 Jan	Friday 27 Mar	Friday 22 May	Fri 24 July	Fri 18 Sept
EDITORIAL	Friday 23 Jan	Friday 27 Mar	Friday 22 May	Fri 24 July	Fri 18 Sept
MATERIAL	Friday 23 Jan	Friday 27 Mar	Friday 22 May	Fri 24 July	Fri 18 Sept
PUBLISH	Friday 13 Mar	Tues 12 May	Mon 6 July	Mon 7 Sept	Monday 9 Nov
FEATURES	ASP's (Accd Serv Prov)	Data & Comms	Audio Visual	Security	Smart Wiring

EDITORIAL FEATURES

Each issue will include relevant industry special features, together with regular features including ASPs, legal, industrial relations, work, health and safety, training, superannuation, insurance and technical articles.

SUPPLIED ART SUBMISSIONS

All supplied artwork (pics and logos etc) must be provided as high resolution (minimum 300 dpi) pdfs or tiff files (with fonts embedded), converted to CMYK. Please ensure images are properly cropped and scaled as near to 100% of the final advertisement size as possible. Supplied art of high resolution pdf or tiff, eps or jpg files can be submitted.

Images: Minimum of 300dpi at 100% scaling. Line Art minimum of 1200dpi at 100% scaling. All images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

NECA News can assist you with ad design and production.

TESTIMONIALS

The staff at WhiteCollarBlue enjoy a close working relationship with NECA and have been proud to be in association with them for a few years now.

We have been actively advertising with NECA now for a couple of years and have enjoyed the benefits that have come from that advertising in the form of new business connections.

The referrals we have received as a result of the new connections can also be attributed from our continual advertising in NECA'S bi-monthly Magazine. We look forward to continuing with our advertising and building on our current working relationship with the staff at NECA.

*Grant Styles
Recruitment Specialist*

This is just a quick note to thank NECA for your assistance with our advertising in the NECA NEWS, Our current Marketing campaign has focused on the Electrical Contracting Sector and NECA as the peak body for electrical contractors, have greatly assisted us to achieve our targets through their NECA News distribution network.

*PJ Forsyth - Managing Director
J.V. Holt & Company*

Contact Information for all Editorial & Advertising:

Elizabeth Lombardo 02 9021 9613 elizabeth.lombardo@neca.asn.au

Brian Davies 02 9021 9633 brian.davies@neca.asn.au

BOOKING & MATERIAL ADVERTISING FORM

Please complete this booking form and return to elizabeth.lombardo@neca.asn.au or fax 02 9744 1830. For enquiries, contact Elizabeth on 02 9021 9613.

Company Name _____

Contact Name _____

Postal Address _____

Telephone: _____ Email _____

Purchase Order No. _____ please attach purchase order if applicable)

Please indicate what size advertisement you wish to book:

- | | | |
|--|--|---|
| <input type="checkbox"/> Front Cover | <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Outside Back Cover |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Double Page Spread | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> Half Page | <input type="checkbox"/> One Third Page | <input type="checkbox"/> Quarter Page |
| <input type="checkbox"/> Advertorial Full Page | <input type="checkbox"/> Advertorial Half Page | <input type="checkbox"/> Directory Listing |
| <input type="checkbox"/> Inserts | <input type="checkbox"/> Special Pricing 1 | <input type="checkbox"/> Special Pricing 2 |

Additional Advertising South Australia Western Australia

Please indicate which issues are required:

- | | | |
|---|---|---|
| <input type="checkbox"/> March/April 2015 | <input type="checkbox"/> May/June 2015 | <input type="checkbox"/> July/August 2015 |
| <input type="checkbox"/> September/October 2015 | <input type="checkbox"/> November/December 2015 | |

Total \$ _____

Name _____ Date _____

BOOK & PAY for 5 consecutive issues of advertising of equal value and receive 10% discount on total price

Payment Options

Cheque: Please attach your cheque and post to: NECA NSW PO Box 1106, Burwood North NSW 2134

Direct Debit: NECA NSW - Account no: 5523 86677 BSB: 332-084 (Please use your invoice number as reference)

Credit Card: VISA / MASTERCARD Exp _____ / _____

Card Number: _____

Name on card: _____

Signature: _____

TERMS & CONDITIONS: NECA News is the official magazine of The Electrical & Communications Association of ACT, NSW, QLD & TAS. The advertiser/agency consents to the prices and deadlines listed on this booking form. Payment is due within 30 days of receiving the tax invoice. Tax invoices are rendered when the relevant magazine edition(s) are sent to print. NECA ACT, NSW, QLD & TAS reserve the right to not publish material that does not meet the style, standards and/or format of the publication without explanation. All content for advertisement must be approved by the Executive prior to appearing in the magazine. The advertiser/agency is exclusively responsible for the content of its advertisements. The advertiser/agency may cancel a booking when it notifies NECA ACT, NSW, QLD & TAS in writing at least six weeks prior to publication date, otherwise the rate remains payable. Proofs are provided upon written request only.