Advancing Electrical Safety

2022 MEDIA GUIDE

Your guide to reaching electrical professionals seeking knowledge and training in protecting the public from electrical hazards.
IAEI Magazine is the official voice of the International Association of Electrical Inspectors. Our mission is to advance electrical safety of the public. We execute this by being the leading educational magazine for informed electrical inspection and installation through well-curated technical articles authored by electrical code and electrical industry subject matter experts. IAEI Magazine readers control a huge portion of the industry’s buying power. We are the trusted provider of electrical safety knowledge.

REACH
Through our print and online channels, IAEI Magazine reaches 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, electricians, contractors, testing agencies, and industry partners that trust, respect, and depend on us to provide comprehensive electrical content. This is a loyal audience that will be a great addition to your marketing strategy.

### 5 GREAT TRAITS OF AN ELECTRICAL PROFESSIONAL

- **COMMITTED** to keeping the public safe from electrical hazards.
- **Diligent** in staying current with code rules and fundamentals of electricity.
- **DEPENDABLE** in applying electrical safety rules to ensure a high level of public trust.
- **LOYAL** to public safety.
- **PRINCIPLED** in enforcing the rules and regulations adopted by local jurisdictions.
2022 EDITORIAL CALENDAR

WIRING AND PROTECTION
JAN./FEB. 2022
Ad Close: 10/07/2021
Ad Materials Due Date: 11/30/2021

ALTERNATIVE ENERGY
MARCH/APRIL 2022
Ad Close: 12/07/2021
Ad Materials Due Date: 01/30/2021

WORKPLACE SAFETY / ELECTRICAL SAFETY MONTH
MAY/JUNE 2022
Ad Close: 02/07/2022
Ad Materials Due Date: 03/30/2022

SUMMER SAFETY (SWIMMING POOLS / ESD)
JULY/AUGUST 2022
Ad Close: 04/07/2022
Ad Materials Due Date: 05/30/2022

2023 NEC PREVIEW / THE CODE ISSUE
SEPT./OCT. 2022
Ad Close: 06/07/2022
Ad Materials Due Date: 07/30/2022

LIGHTING / FROM BULBS TO EMERGENCY UNITS
NOV./DEC. 2022
Ad Close: 08/07/2022
Ad Materials Due Date: 09/30/2022
2022 AD RATES & SPECIFICATIONS

AD RATES

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IAEI 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

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IAEI.org

IAEI.org is our association member website. Our unique visitors are directly involved with electrical safety through inspection, installation, and manufacturing.

IAEI Magazine.org

IAEI Magazine.org is our magazine website. The average monthly unique visitors reaches over 50,000 people involved with electrical safety.

IAEI Weekly Update

Recipients of IAEI’s weekly update e-newsletter are top decision makers in the electrical safety industry.

**IAEI.ORG / IAEMAGAZINE.ORG AD RATES**

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**IAEI WEEKLY UPDATE AD RATES**

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**AD SPECIFICATIONS**

- **Submission Date**: 15 days prior to the beginning of the insertion date
- **File Format**: GIF, JPEG, PNG
- **Creative**: Ads should have a 1 pixel border
- **Submission Date**: 15 days prior to the beginning of the insertion date

**NFPA 1: Fundamental electrical safety requirements in the fire Code**

A new video is being released to highlight the need for electrical safety in buildings. The video shows a scenario where a person is using an electric tool in a damp area without proper safety precautions. The video aims to raise awareness about the importance of following electrical safety guidelines to prevent accidents.

**8 Electrical Safety Resolutions for 2020**

Some people challenge themselves by setting personal goals for the next 12 months. In the spirit of starting a new year on the right foot, we’re re-publishing a list of habits that you may want to adopt as your new year’s resolutions. These suggested electrical safety habits are not listed in order from least to most important, or in any other particular order. Learn More
Webinar Sponsorship

IAEI’s Online Training webinars 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 50 courses available for on-demand sponsorship.

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.

WWW.IAEICOURSES.ORG