

OVERVIEW

NETA WORLD is the electrical testing industry's leading technical journal for state-of-the-art information on electrical systems, providing practical discussions on products, services, tips and techniques. Each quarter, NETA WORLD delivers coverage of the latest industry trends, technology breakthroughs, new products, and solutions, as well as maintenance and troubleshooting tips for power distribution systems. NETA WORLD also offers customer case studies, training information, and helpful links to scores of in-depth resources. Our goal is to continually serve as an invaluable resource providing a broad scope of technical knowledge, details, and insights not found in other publications.

CIRCULATION

NETA WORLD technical journal reaches an audience with direct purchasing power and influence. The magazine is distributed worldwide via individual mailings to direct-request qualified subscribers as well as to key influencers and decision makers in the electrical system's industry via organization and group mailings and promotions.

Circulation Profile:

- Testing Companies, Field Service Technicians – 25%
- Industrial Plants, Project Managers/Developers – 10%
- Utilities, Operations Managers – 7%
- Government Agencies, Thermographers – 3%
- Technical Organizations, Trainers – 5%
- Contractors – 10%
- Electrical Engineers – 20%
- Electrical Consulting – 15%
- Facility Division - 5%

NETA World has a circulation of 4,500+ per issue, comprised of NETA members as well as non-member paid subscribers. The pass-along readership averages 2 per subscriber, giving NETA World a total average circulation of 9,000+ readers per issue. This quarterly technical journal is distributed through the following avenues:

- Paid subscriptions purchased by individuals or corporations actively involved in the electrical testing industry or NETA Alliance Partners.
- Membership distribution to NETA Accredited Companies.
- Reciprocal subscriptions to qualified industry analysts, consultants, and training providers.
- Complimentary copies to direct customers of NETA or individuals requesting information about the Association's products or services.
- Special promotions, events, and other nationwide marketing efforts.

MATERIAL SPECIFICATIONS

- Paper Stock: 60# Gloss Coated
- Trim Size: 8.5 x 11 inches
- Editorial Page Size: 3-columns, each 2.5 inches wide or 2-column, each 3.5 inches wide. Depth is 9.00 inches.
- Digital materials only. Film is not accepted.
- Color materials should be in CMYK for best results.

File Requirements: Adobe Acrobat PDF files that are press optimized are preferred. Macintosh (preferred) or PC format. Also acceptable are Adobe InDesign, Adobe Illustrator, Macromedia Freehand, or Adobe Photoshop. All submissions must include fonts with files.

GRAPHICS PROGRAMS ACCEPTED:

- Adobe Photoshop
- Adobe Illustrator
- Macromedia Freehand
- Programs not listed are not accepted

Save the graphic as one of these formats:

- TIFF (Tagged Image File Format)
 - for Bitmap/Pixel Images
- EPS (Encapsulated PostScript)
 - for Clipping-Paths, Duotones, Vector Illustrations

Formats not listed, as well as any Microsoft product including Word, PowerPoint, Excel, and Publisher are not accepted. Color: All color is run 4-color process. If a specific PMS ink color is requested/required additional fees will apply.

Photographs: For optimum quality all digital photos should be 300 dpi resolution at 100% used size. Lower resolution may result in substandard image quality.

NETA is not responsible for reproduction quality of materials submitted, and advertiser will be billed for any alterations necessary to bring materials up to production standards.

Material Release: Digital files will be kept on hand for three years. Any requested changes from issue to issue must occur to the digital file.

2019 GENERAL ADVERTISING RATES

Black & White	Conf. Issue		
	1X	1X	4X
1 page	\$1293	\$1350	\$1220
1/2 page	\$ 772	\$ 805	\$ 740
1/4 page	\$ 479	\$ 500	\$ 460

4 Color	Conf. Issue		
	1X	1X	4X
1 page	\$2429	\$2487	\$2357
1 page, back cover	NA	NA	\$4160
1 page, inside cover	NA	NA	\$2783
1/2 page	\$1908	\$1941	\$1877
1/4 page	\$1617	\$1636	\$1596

Black + 1 Color	Conf. Issue		
	1X	1X	4X
1 page	\$1957	\$2012	\$1883
1/2 page	\$1434	\$1468	\$1402
1/4 page	\$1142	\$1162	\$1123

Preferred Position

Inside Front/Back Cover	\$2,783
Back Cover	\$4,160

*Rate subject to change

ISSUANCE AND CLOSING DATES

In circulation February, May, August, November

PUBLICATION DATE	INSERTION DEADLINE	MATERIAL DEADLINE
February 15-28	December 1	December 15
May 15-31	March 1	March 15
August 15-31	June 1	June 15
November 15-30	September 1	September 15

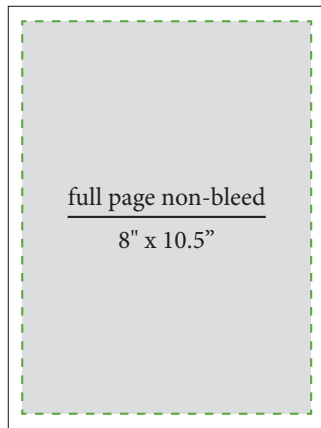
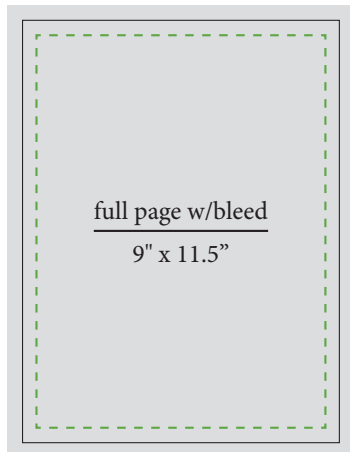
MECHANICAL REQUIREMENTS

Full Page: 8.5" x 11" with a 0.25" bleed on all sides. Please keep important content such as text and logos within the safe zone dimensions of (8" x 10.5") to ensure no items get trimmed off.

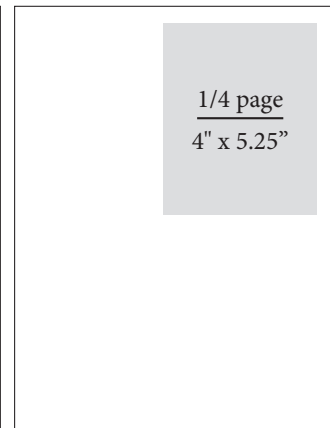
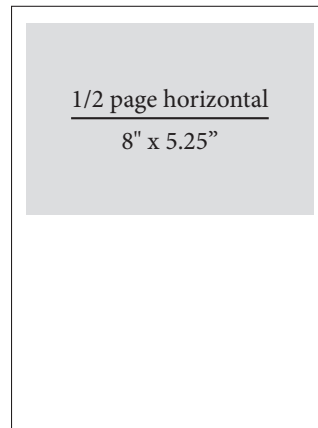
Size	Width (Inches)	Height (Inches)
Full page (non-bleed)	8	10 ½
Full page (with bleed)	9	11 ½
1/2 page horizontal	8	5 ¼
1/4 page	4	5 ¼
Trim size	8 ½	11

\$45 minimum charge for copy changes or sizing to fit ad size stated.

FULL PAGE DIMENSIONS



FRACTIONAL DIMENSIONS



Please keep live matter at least ¼" away from the trim

COPY AND CONTRACT RULES

Publisher reserves the right to reject or cancel any advertisement that does not conform to publication standards. NETA WORLD accepts advertising from NETA Accredited Companies plus suppliers and manufacturers whose business includes products, technical information, and services that support the electrical testing/maintenance industry. Advertisements are accepted for publication on representation that the advertiser and its agency have the rights to publish the contents thereof, including text, product claims, illustrations, maps, labels, trademarks, logos, or other copyrighted matter. The advertiser and its agency agree to hold publisher harmless against any loss resulting from claims arising out of publication of advertisement. Advertising simulating editorial content will be accepted only on approval by the publisher and clearly labeled "advertisement." An order may be canceled by the publisher if the advertiser or agent is not current on accounts. To be eligible for the frequency discount, the advertiser is required to place an ad in four successive issues of NETA WORLD. This ad will be repeated unless NETA receives the new ad copy by the materials deadline date. First three contracted ads are billed at the single-insertion rate. The fourth issue will reflect the total frequency discount. Terms: Net 30 days. Publisher reserves the right to (1) notify advertiser if agency has not paid in full within 90 days of invoice date and (2) hold advertiser responsible for payment in full if advertiser's agency declares bankruptcy or otherwise refuses to pay within 120 days of invoice date. Cancellations will not be accepted after the insertion deadline. Copy corrections are not guaranteed after the materials deadline. Agency commission: Prices net. NETA is a nonprofit association and no agency commission is allowed. NETA accepts VISA/MasterCard/American Express payments.

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