

ABOUT THE ECA(SA)

Founded in 1950, the Electrical Contractors' Association of South Africa is an employers' organisation, registered in terms of the Labour Relations Act, and has been the 'home' of trusted electrical contractors for almost seven decades. The ECA(SA) is recognised as the 'voice' of the electrical contracting industry by Government, supply authorities, consulting engineers, the Council for Scientific and Industrial Research (CSIR), Eskom and the

Association of Municipal Electricity Undertakings (AMEU). The ECA(SA) serves on the SABS Committee responsible for the Code of Practice for the Wiring of Premises.

The ECA(SA) has a direct link to thousands of industry professionals – electrical contractors, electricians, product and system designers, specifiers, buyers and installers – and understands the needs of the electrical industry.

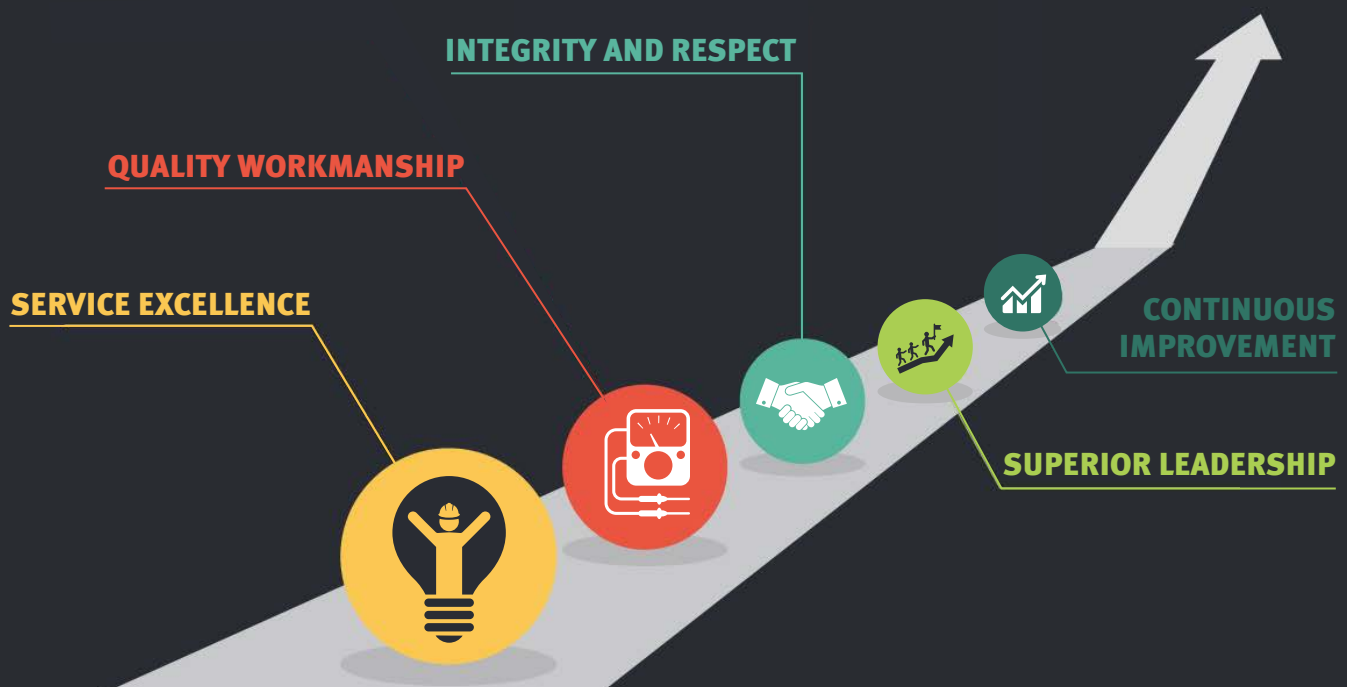
THE ECA(SA)'S VISION

Competence without compromise.

THE ECA(SA)'S MISSION

To promote and create an environment conducive to the profitable and efficient operation of electrical contracting businesses to the benefit of members and their clients.

THE FUNDAMENTAL VALUES OF THE ECA(SA)



PUBLICATIONS

The ECA(SA) communications department connects with members through two channels:

- Digital e-newsletter – *WIRED*
- Digital e-magazine – *SA ELECTRICAL CONTRACTOR*, which will be launched in the last quarter of 2017.

These publications will feature the latest industry updates: new technology and new product information; best business practices; information about innovative electrical installation projects and regular regional news from the ECA(SA)'s regional offices about labour, training, technical support and advice as well as contractual matters. There will also be news on upcoming tenders and notices about employment opportunities. Advertising in these publications increases exposure and builds brand recognition within the target market.



eNewsletter: WIRED

Optimised for all platforms including pc, tablet and mobile, the ECA(SA)'s eNewsletter – *WIRED* – is sent to a database of 4 000+ registered electricians on the first and third Tuesday of every month. *WIRED* aims to provide ECA(SA) members with exclusive content and up-to-date information on what is happening in the electrical industry: updates to SANS 10142-1 and labour regulations; information on upcoming training courses offered by the ECA(SA); regional news from the ECA(SA) branches countrywide; tools, instruments and electrical equipment; social media highlights; tender information, employment opportunities as well as news on upcoming conferences and expos.

SPECS

| POSITION | DIMENSIONS | RATE PER INSERTION |
|---------------|---|--------------------|
| Top banner | 728 x 90 pixels (Four ads per advertiser per year) | R6 000 |
| Border ads | 200 x 350 pixels | R2 400 |
| Bottom banner | 728 x 90 pixels (Four ads per advertiser per year) | R5 000 |

- Advertising material to be supplied in jpeg or PNG
- Resolution of 150 dpi

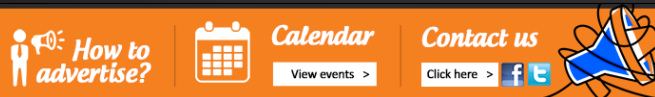
NB: Prices do not include the design and/or makeup of material. Advertising material can be made up by the Contact Media design team. Enquiries: Donna Verrydt on (011) 789 6339 or donna@contactmedia.co.za



TOP BANNER 728 x 90 pixels

| | | |
|--|--|--------------------------------------|
| | | BORDER AD 200 x 350 pixels |
| | | BORDER AD 200 x 350 pixels |
| | | BORDER AD 200 x 350 pixels |

BOTTOM BANNER 728 x 90 pixels



BENEFITS OF ADVERTISING

Advertising in the ECA(SA)'s publications reaches a targeted audience of electricians and electrical contractors – even if they are not members of the ECA(SA) – as well as utilities, municipalities, specifiers and tenderers, product and system designers, and installers.

Advertisements are linked to advertisers' websites (or designated websites) at no extra charge.

Limited advertising spaces in each issue of WIRED!

TO BOOK, CONTACT:

National Communications Manager, Erika van Zyl
Email: erika.vanzyl@ecasa.co.za

National Director, Mark Mfikoe
Email: mark.mfikoe@ecasa.co.za / info@ecasa.co.za

WIRED DEADLINES

WIRED goes live on the FIRST AND THIRD TUESDAY OF EVERY MONTH. Due to the Christmas break in 2017, there will only be one issue of WIRED in December 2017 (first week) and one in January 2018 (third week).

Advertising spaces must be booked THREE WEEKS OR MORE prior to publication; and advertising material and URLs to be supplied one week or more before publication. Editorial to be supplied at least two weeks or more before publication.

| 2017 | | Week 1 | | | | | Week 3 | | | |
|------|-----------|------------|-------------|-----------|--------|--|------------|-------------|-----------|-----------|
| | Month | Ad booking | Ad Material | Editorial | Live | | Ad booking | Ad Material | Editorial | Live |
| | June | 16 May | 30 May | 23 May | 6 June | | 30 May | 13 June | 6 June | 20 June |
| | July | 13 June | 27 June | 20 June | 4 July | | 27 June | 11 July | 4 July | 18 July |
| | August | 11 July | 25 July | 18 July | 1 Aug | | 25 July | 8 August | 1 August | 15 August |
| | September | 15 Aug | 29 August | 22 August | 5 Sept | | 29 Aug | 12 Sept | 5 Sept | 19 Sept |
| | October | 12 Sept | 26 Sept | 19 Sept | 3 Oct | | 26 Sept | 10 Oct | 3 Oct | 17 Oct |
| | November | 17 Oct | 31 Oct | 24 Oct | 7 Nov | | 31 Oct | 14 Nov | 7 Nov | 21 Nov |
| | December | 14 Nov | 28 Nov | 21 Nov | 5 Dec | | | | | |
| 2018 | Month | Ad Booking | Ad Material | Editorial | Live | | Ad Booking | Ad Material | Editorial | Live |
| | January | | | | | | 2 Jan | 16 Jan | 9 Jan | 23 Jan |
| | February | 16 Jan | 30 Jan | 23 Jan | 6 Feb | | 30 Jan | 13 Feb | 6 Feb | 20 Feb |
| | March | 13 Feb | 27 Feb | 20 Feb | 6 Mar | | 27 Feb | 13 Mar | 6 Mar | 20 Mar |
| | April | 13 Mar | 27 Mar | 20 Mar | 3 Apr | | 27 Mar | 10 Apr | 3 Apr | 17 Apr |
| | May | 17 Apr | 2 May | 24 Apr | 8 May | | 2 May | 15 May | 8 May | 22 May |
| | June | 15 May | 29 May | 22 May | 5 June | | 29 May | 12 June | 5 June | 19 June |
| | July | 12 June | 26 June | 19 June | 3 July | | 26 June | 10 July | 3 July | 17 July |
| | August | 17 July | 31 July | 24 July | 7 Aug | | 31 July | 14 Aug | 7 Aug | 21 Aug |
| | September | 14 Aug | 28 Aug | 21 Aug | 4 Sept | | 28 Aug | 11 Sept | 4 Sept | 18 Sept |
| | October | 11 Sept | 25 Sept | 18 Sept | 2 Oct | | 25 Sept | 9 Oct | 2 Oct | 16 Oct |
| | November | 16 Oct | 30 Oct | 23 Oct | 6 Nov | | 30 Oct | 13 Nov | 6 Nov | 20 Nov |
| | December | 13 Nov | 27 Nov | 20 Nov | 4 Dec | | | | | |

NB: In the event of unforeseen circumstances, including but not limited to logistics or content issues, the ECA(SA) reserves the right to adjust final 'go live' dates accordingly, but not to exceed seven working days of original 'go live' date.



INTEGRITY

The ECA(SA) is a member of SAFEhouse and, in order to protect the integrity of the ECA(SA)'s publications, only compliant products may be advertised. In the event of a justified complaint, advertisers would be required to produce duly issued Letters of Authority (LOAs) or other proof of conformance from the National Regulator for Compulsory Specifications (NRCS) in respect of the products advertised. Where no local specification is available, conformance to generally acceptable international standards or other safety and performance benchmarks must be held by the advertiser.

eMagazine

SA ELECTRICAL CONTRACTOR

Set to launch in November/December 2017, the ECA(SA)'s electronic magazine *SA ELECTRICAL CONTRACTOR* is a downloadable, printable A4 magazine and will feature news from the ECA(SA)'s national and regional offices; insights into best business practices; project updates; the latest products and cool tools; current industry news; a diary of upcoming events, expos and training courses. *SA ELECTRICAL CONTRACTOR* seeks to inform, educate and entertain South African electrical contractors, and keep them up-to-speed on what is happening in their world.

Once a new issue goes live, an emailer will be sent to the database with a direct link to the online magazine, which will be viewable across all platforms: pc, tablet and mobile devices.

Limited advertising spaces in each issue of SA ELECTRICAL CONTRACTOR!

TO BOOK, CONTACT:

National Communications Manager, Erika van Zyl
Email: erika.vanzyl@ecasa.co.za

National Director, Mark Mfikoe
Email: mark.mfikoe@ecasa.co.za / info@ecasa.co.za

DEADLINES

Launching in November 2017, *SA ELECTRICAL CONTRACTOR* will be published online SIX TIMES A YEAR and will go live in February, April, June, August, October and December.

Advertising spaces must be booked FOUR WEEKS OR MORE prior to publication; and advertising material and URLs to be supplied three week or more before publication. Editorial to be supplied at least THREE WEEKS OR MORE BEFORE PUBLICATION.

| Month | Ad Booking | Ad material | Editorial | Go Live |
|-----------------|-------------|--------------|--------------|------------|
| 2017 | | | | |
| Nov/Dec | 2 October | 10 October | 10 October | 17 Nov |
| 2018 | | | | |
| Jan/Feb | 8 January | 15 January | 15 January | 9 February |
| Mar/Apr | 5 March | 12 March | 12 March | 6 April |
| May/June | 7 May | 14 May | 14 May | 8 June |
| July/Aug | 9 July | 16 July | 16 July | 10 August |
| Sept/Oct | 5 September | 12 September | 12 September | 12 October |
| Nov/Dec | 8 October | 15 October | 15 October | 9 November |

NB: In the event of unforeseen circumstances, including but not limited to logistics or content issues, the ECA(SA) reserves the right to adjust final 'go live' dates accordingly, but not to exceed seven working days of original 'go live' date.

SPECS

| AD SIZES | DIMENSIONS (WIDTH/HEIGHT) | RATES (EXCL VAT and agency commission) | |
|-------------------------|--|--|-------------------|
| | | 1 to 3 insertions | 4 to 6 Insertions |
| Double page spread | 420 mm (w) x 297 mm (h) plus 5 mm bleed all around | R21 550 | R19 395 |
| A4 Full page | 210 mm (w) x 297 mm (h) plus 5 mm bleed all around | R11 990 | R10 791 |
| Inside front cover (A4) | 210 mm (w) x 297 mm (h) plus 5 mm bleed all around | R14 500 | R13 050 |
| Inside back cover (A4) | 210 mm (w) x 297 mm (h) plus 5 mm bleed all around | R13 500 | R12 150 |
| Outside back cover (A4) | 210 mm (w) x 297 mm (h) plus 5 mm bleed all around | R14 000 | R12 600 |
| Half A4 vertical | 105 mm (w) x 297 mm (h) | R 9 160 | R 8 244 |
| Half A4 horizontal | 210 mm (w) x 148.5 mm (h) | R 9 160 | R 8 244 |
| Quarter A4 | 105 mm (w) x 148.5 mm (h) | R5 950 | R 5 355 |

- Advertising material to be supplied in jpg or pdf formats
- Resolution: 300 dpi or actual size
- Rates are per insert

NB: Prices do not include the design and/or makeup of material. Advertising material can be made up by the Contact Media design team. Enquiries: Donna Verrydt on (011) 789 6339 or donna@contactmedia.co.za

DOUBLE PAGE SPREAD (DPS)

FULL PAGE

1/2 PAGE HORIZONTAL

1/2 PAGE VERTICAL

1/4 PAGE



TERMS AND CONDITIONS

BOOKING

All booking instructions must be made in writing. A signed order or Copy Instruction must be completed and submitted to erika.vanzyl@ecasa.co.za

No bookings for advertising may be withdrawn or cancelled after the advertising material deadline and clients will be charged for the advertisement even if the booking is withdrawn.

CANCELLATIONS

Cancellations will only be accepted in writing, on or before the material deadline.

MATERIAL

All material must be received in PDF and JPEG, high resolution (300dpi).

A production and studio charge will apply for any work required on material, which will be done by an outside agency.

It is the advertiser's responsibility to submit suitable advertising material by the material deadline.

If advertising material is received after the material deadline, the space will be invoiced for the amount stated on the advertising order.

ERRORS AND OMISSIONS

The ECA(SA) will not accept responsibility for any losses arising from typographical errors.

PAYMENT

Invoices are issued once the relevant publication has gone live and these invoices are payable within 30 days from date of invoice.

Interest at 15.5% per annum will be charged on all overdue accounts.

RECOVERY OF UNPAID ACCOUNTS

In the event of an account handover to attorneys for debt collecting, the advertiser agrees to pay the legal costs, including collection charges.

ADVERTISING BOOKING

Erika van Zyl on (011) 392 0000 or email erika.vanzyl@ecasa.co.za

Mark Mfikoe on (011) 392 0000 or email mark.mfikoe@ecasa.co.za

ECA(SA) at info@ecasa.co.za

ADVERTISING MATERIAL

To be emailed to erika.vanzyl@ecasa.co.za

EDITORIAL

- Editorial from advertisers is welcomed although inclusion is not guaranteed and is at the editor's discretion.
- Submitted editorial to be in Word; and photographs and illustrations in jpg format (high resolution).
- Advertisers in each issue will be given preference over non-advertisers for placement of editorial although all editorial will be considered.
- Placement of editorial is at the National Communications Manager's discretion.
- Placement of advertising is not a confirmation that any editorial submission will be used.
- Advertorial will be strapped as 'advertorial' and will be charged at the same rate as advertisements.
- Articles should be no longer than 400 words unless pre-arranged with the National Communications Manager.
- Submit editorial and photos to Erika van Zyl at erika.vanzyl@ecasa.co.za

EDITORIAL CALENDAR

SA ELECTRICAL CONTRACTOR will feature editorial on a wide range of products and services, which include but are not limited to:

| JANUARY/FEBRUARY | MARCH/APRIL | MAY/JUNE |
|---------------------------|----------------------|---------------------|
| Regional News | Regional News | Regional News |
| Tech Talk | Tech Talk | Tech Talk |
| Cool Tools | Cool Tools | Cool Tools |
| Lighting | Lighting | Lighting |
| Switches, sockets and DBs | Cables & accessories | MCCs and enclosures |

| JULY/AUGUST | SEPTEMBER/OCTOBER | NOVEMBER/DECEMBER |
|---------------|-------------------|-------------------|
| Regional News | Regional News | Regional News |
| Tech Talk | Tech Talk | Tech Talk |
| Cool Tools | Cool Tools | Cool Tools |
| Lighting | Lighting | Lighting |
| Security | Renewable Energy | Surge Protection |