

### 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.

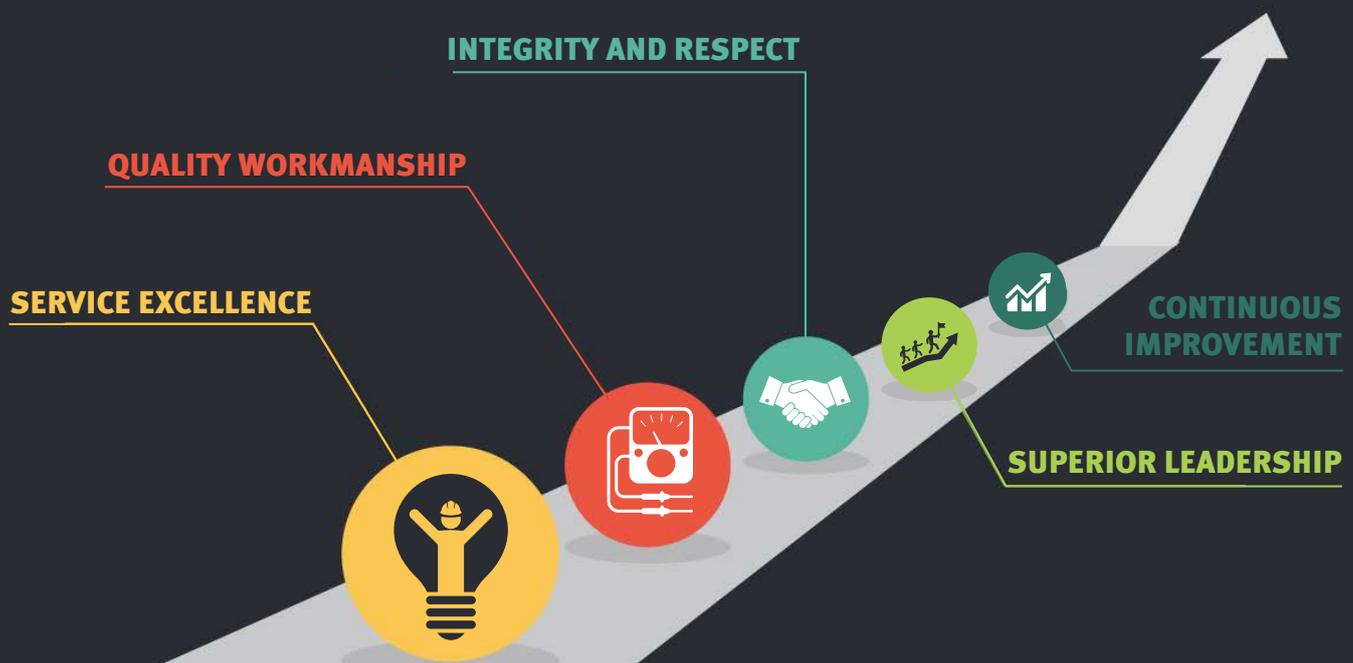
### THE ECA(SA)'S VISION

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 the members and the electrical industry through two channels:

#### Electronic newsletter – WIRED

WIRED is delivered to subscribers' inboxes on the first and third Tuesday of every month – except in January (third week only) and December (first week only).

#### Electronic magazine – SA ELECTRICAL CONTRACTOR

SA ELECTRICAL CONTRACTOR is published every second month and is sent to subscribers' inboxes six times a year.

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 around 5 000 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); technical and 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
Centre Banner	728 x 90 pixels	R5 000
Bottom banner	728 x 90 pixels (Four ads per advertiser per year)	R5 000

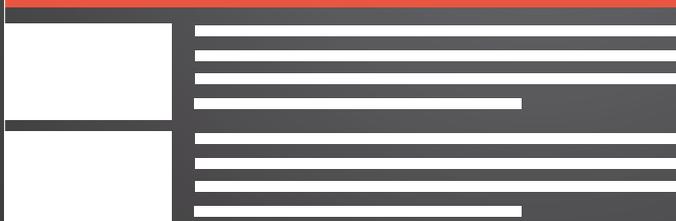
- Advertising material to be supplied in Jpeg or PNG
- Resolution of 150 dpi

\*Rates exclude VAT and agency commission.

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



### CENTRE BANNER 728 x 90 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!

There are a limited number of advertising spaces available in each issue of WIRED and these can be booked through the National Communications Manager, Erika van Zyl at [erika.vanzyl@ecasa.co.za](mailto:erika.vanzyl@ecasa.co.za) or the National Director, Mark Mfikoe at [mark.mfikoe@ecasa.co.za](mailto:mark.mfikoe@ecasa.co.za) or [info@ecasa.co.za](mailto:info@ecasa.co.za)

# WIRED DEADLINES

WIRED goes live on the FIRST AND THIRD Tuesday of every month. Due to the Christmas break there will only be one issue of WIRED in December (first week) and one in January (third week).

Advertising spaces must be booked **TWO 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 **ONE WEEK** or more before publication.

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

Launched in November 2017, the ECA(SA)'s electronic magazine SA ELECTRICAL CONTRACTOR is a downloadable, printable A4 magazine and features 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; and 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.

SA ELECTRICAL CONTRACTOR, is uploaded to the ECA(SA)'s website six times a year: January/February; March/April; May/June; July/August; September/October; and November/December. It goes live within the first week of February, April, June, August, October and December.

Once the latest issue goes live, an emailer is sent to the subscriber database with a direct link to the online magazine, which will be viewable across all platforms: pc, tablet, phablet and mobile devices – Android and iPhone.

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.

### Limited advertising spaces in each issue of SA ELECTRICAL CONTRACTOR!

Advertising space in SA ELECTRICAL CONTRACTOR can be booked through the National Communications Manager, Erika van Zyl at [erika.vanzyl@ecasa.co.za](mailto:erika.vanzyl@ecasa.co.za) or the National Director, Mark Mfikoe at [mark.mfikoe@ecasa.co.za](mailto:mark.mfikoe@ecasa.co.za) or [info@ecasa.co.za](mailto:info@ecasa.co.za)

### DEADLINES

SA ELECTRICAL CONTRACTOR is published online six times a year and goes 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 **FOUR WEEKS OR MORE** before publication.

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

### SPECS

AD SIZES	DIMENSIONS (WIDTH/HEIGHT)	RATES per Insertion (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

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](mailto:donna@contactmedia.co.za)

**DOUBLE PAGE SPREAD (DPS)**

**FULL PAGE**

**1/2 PAGE HORIZONTAL**

**1/2 PAGE VERTICAL**

**1/4 PAGE**



## 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

## 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