

## The Electrical Contractors' Association (SA)

### 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 more than 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.

### 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.

### VISION

Competence without compromise.

### THE FUNDAMENTAL VALUES OF THE ECA(SA)

Service excellence  
Quality workmanship  
Integrity and respect  
Superior leadership  
Continuous improvement

*The 'home' of  
trusted electrical  
contractors for  
more than  
seven decades.*

### 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 in February, April, June, August, October and December.

These publications feature the latest industry updates: new technology and new product information; best business practices; information about innovative electrical installation projects and regular news from the ECA(SA)'s regional offices about labour, training, technical support and advice, and contractual matters.

Advertising in these publications increases exposure, builds brand recognition and reaches a targeted audience of electrical contractors – even if they are not members of the ECA(SA) – as well as utilities, municipalities, specifiers, product and system designers, and installers.





## eNEWSLETTER – WIRED

Optimised for all platforms - pc, tablet, phablet and mobile (Android and iOS) - **WIRED** is sent to a database of around 23 500 subscribers on the first and third Tuesday of every month. Due to the Christmas break, there is one issue of **WIRED** in December (first week) and one in January (third week).

WIRED provides the electrical contracting industry with exclusive content and up-to-date information on what is happening in the electrical industry: The ECA(SA) annual Presidential Excellence Awards; updates to SANS 10142-1; labour regulations; information on upcoming ECA(SA) training courses; technical and regional news from the ECA(SA) branches; tools, instruments and electrical equipment; as well as news on ECA golf days, upcoming conferences and expos.

Advertising spaces must be booked **two weeks or more** prior to publication; and advertising material and URLs, and editorial to be supplied **one week or more** before publication.

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 [communicate@ecasa.co.za](mailto:communicate@ecasa.co.za)

### Rates

- Prices include VAT and exclude agency commission.
- Prices do not include the design and makeup of ads.
- Advertising material must be supplied in jpg or png formats only, at 150 dpi resolution.
- **No gif ads.**

Position	Dimensions	Rate per Insertion
Top Banner (four per year per advertiser)	728 x 90 pixels	R 6 900.00
Middle Banner	728 x 90 pixels	R 5 750.00
Bottom Banner	728 x 90 pixels	R 5 750.00

## DEADLINES 2019

Go Live Date	Ad Booking	Ad Material	Editorial
22 January	08 January	15 January	15 January
05 February	22 January	29 January	29 January
19 February	05 February	12 February	12 February
05 March	19 February	26 February	26 February
19 March	05 March	12 March	12 March
02 April	19 March	26 March	26 March
16 April	02 April	09 April	09 April
07 May	23 April	30 April	30 April
21 May	07 May	14 May	14 May
04 June	21 May	28 May	28 May
18 June	04 June	11 June	11 June
02 July	18 June	25 June	25 June
16 July	02 July	09 July	09 July
06 August	23 July	30 July	30 July
20 August	06 August	13 August	13 August
03 September	20 August	27 August	27 August
17 September	03 September	10 September	10 September
01 October	17 September	25 September	25 September
15 October	01 October	08 October	08 October
05 November	22 October	29 October	29 October
19 November	05 November	12 November	12 November
03 December	19 November	26 November	26 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 the original 'go live' date.



## eMAGAZINE – SA ELECTRICAL CONTRACTOR

**SA ELECTRICAL CONTRACTOR** is published online six times a year and goes live in February, April, June, August, October and December. On the 'go live' day, an email flash is sent to around 23 500 subscribers with a direct link to the digital magazine, which is optimised for all platforms: pc, tablet, phablet and mobile devices (Android and iOS).

Launched in November 2017, **SA ELECTRICAL CONTRACTOR** is a downloadable, printable A4 magazine and features exclusive news from the ECA(SA)'s national and regional offices; labour, contractual and legislative issues; insights into best business practices; technical and 'how-to' articles; the latest products and cool tools; current industry news; a diary of upcoming events; expos; and training courses.

**SA ELECTRICAL CONTRACTOR** informs, educates and entertains South African electrical contractors, and keeps them up-to-speed on what is happening in their world. A limited number of magazines are printed, and these are distributed to advertisers, and the ECA(SA)'s regional offices in Johannesburg, Pretoria, Durban, Bloemfontein, Port Elizabeth, East London and Cape Town.

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)

### Rates

- Include VAT and exclude agency commission.
- Prices are per insertion.
- Prices do not include the design and/or makeup of material.
- Advertising material to be supplied in jpg or pdf format, at 300 dpi or actual size.

## DEADLINES 2019

Go live date	Ad booking	Ad material	Editorial
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### January / February issue:

12 February	08 January	15 January	15 January
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### March / April issue:

09 April	05 March	12 March	12 March
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### May / June issue:

11 June	07 May	14 May	14 May
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### July / August issue:

13 August	02 July	09 July	09 July
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### September / October issue:

08 October	03 September	10 September	10 September
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### November / December issue:

05 December	05 November	12 November	12 November
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**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 the original 'go live' date.

Ad Size	Dimensions (w x h)	1-3 Insertions	4-6 Insertions
Double page spread	420mm x 297mm plus 3mm bleed all round	R 26 018.75	R 23 414.00
A4 Full page	210mm x 297mm plus 3mm bleed all round	R 14 478.00	R 13 030.20
Inside front cover (A4)	210mm x 297mm plus 3mm bleed all round	R 16 675.00	R 15 007.50
Inside back cover (A4)	210mm x 297mm plus 3mm bleed all round	R 15 525.00	R 13 972.50
Outside back cover (A4)	210mm x 297mm plus 3mm bleed all round	R 16 100.00	R 14 490.00
Half A4 page (vertical)	105mm x 297mm	R 10 534.00	R 9 480.60
Half A4 page (horizontal)	210mm x 148.5mm	R 10 534.00	R 9 480.00
Quarter A4	105mm x 148.5mm	R 6 842.50	R 6 158.25

## INTEGRITY

The ECA(SA) is a member of SAFEhouse and 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.

## 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 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 800 words unless pre-arranged with the editor.
- Submit editorial and photos to Erika van Zyl at [erika.vanzyl@ecasa.co.za](mailto: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

Regional News  
Tech Talk  
Cool Tools  
Lighting  
Switches, sockets and DBs

### March/April

Regional News  
Tech Talk  
Cool Tools  
Lighting  
Cables & accessories

### May/June

Regional News  
Tech Talk  
Cool Tools  
Lighting  
MCCs and enclosures

### July/August

Regional News  
Tech Talk  
Cool Tools  
Lighting  
Safety

### September/October

Regional News  
Tech Talk  
Cool Tools  
Lighting  
Renewable Energy

### November/December

Regional News  
Tech Talk  
Cool Tools  
Lighting  
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](mailto: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.

### Material

All material must be in pdf, jpg or tiff electronic format, and in high resolution. 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.

### VAT

Prices of products in clients' advertisements in clients' advertising material must include VAT. Where prices including and excluding VAT are featured in advertisements, the prices including VAT must be prominent.

### Errors and omissions

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

### Cancellations

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

### 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.

## CONTACT DETAILS

### ADVERTISING BOOKING

Erika van Zyl on (011) 392 0000 or [erika.vanzyl@ecasa.co.za](mailto:erika.vanzyl@ecasa.co.za)  
Mark Mfikoe on (011) 392 0000 or [mark.mfikoe@ecasa.co.za](mailto:mark.mfikoe@ecasa.co.za)  
ECA(SA) [info@ecasa.co.za](mailto:info@ecasa.co.za)

### ADVERTISING MATERIAL

To be emailed to [erika.vanzyl@ecasa.co.za](mailto:erika.vanzyl@ecasa.co.za)

### ECA(SA) Head office

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Germiston 1401

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