ABOUT THE ECA(SA)

Founded on 1 July 1948, 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 over 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 Utilities (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

PUBLICATIONS

The ECA(SA) communications department connects with ECA(SA) 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.

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 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 23 000 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 or communicate@ecasa.co.za

**2020 Rates**
- Prices exclude VAT and 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.

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<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>Rate per Insertion</th>
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<tr>
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<td>Bottom Banner</td>
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<td>R 5 500.00</td>
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**DEADLINES 2020**

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<tr>
<th>Go Live Date</th>
<th>Ad Booking</th>
<th>Ad Material</th>
<th>Editorial</th>
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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.

**NB:** In June 2020, Wired will be published on the 2nd and 4th Tuesday due to the public holiday on 16 June.
DEADLINES 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Go live date</th>
<th>Ad booking</th>
<th>Ad material</th>
<th>Editorial</th>
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<td>January / February issue:</td>
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<td>May / June issue:</td>
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<td>08 May</td>
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<td>July / August issue:</td>
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<td>14 August</td>
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<td>10 July</td>
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<tr>
<td>September / October issue:</td>
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<td>11 September</td>
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<tr>
<td>November / December issue:</td>
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<td>08 December</td>
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</tbody>
</table>

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**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 23 000 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. Content is, in most cases, original and written exclusively for the ECA(SA) by experts in their respective fields and promote a clean and compliant industry. The layout of the magazines is modern and visually appealing with a 75% editorial to 25% advertising ratio.

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. Important for advertisers is that the shelf-life of SA ELECTRICAL CONTRACTOR is indefinite as the editorial content is of long-term interest to contractors, who keep all the magazines for reference purposes.

Advertising space in SA ELECTRICAL CONTRACTOR can be booked through the National Communications Manager, Erika van Zyl at erika.vanzyl@ecasa.co.za.

2020 Rates
- Exclude 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.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions (w x h)</th>
<th>1-3 Insertions</th>
<th>4-6 Insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>420mm x 297mm plus 3mm bleed all round</td>
<td>R24 250.00</td>
<td>R21 750.00</td>
</tr>
<tr>
<td>A4 Full page</td>
<td>210mm x 297mm plus 3mm bleed all round</td>
<td>R13 500.00</td>
<td>R12 100.00</td>
</tr>
<tr>
<td>Inside front cover (A4)</td>
<td>210mm x 297mm plus 3mm bleed all round</td>
<td>R15 550.00</td>
<td>R14 000.00</td>
</tr>
<tr>
<td>Inside back cover (A4)</td>
<td>210mm x 297mm plus 3mm bleed all round</td>
<td>R14 500.00</td>
<td>R13 050.00</td>
</tr>
<tr>
<td>Outside back cover (A4)</td>
<td>210mm x 297mm plus 3mm bleed all round</td>
<td>R15 050.00</td>
<td>R13 500.00</td>
</tr>
<tr>
<td>Half A4 page (vertical)</td>
<td>105mm x 297mm</td>
<td>R9 825.00</td>
<td>R8 800.00</td>
</tr>
<tr>
<td>Half A4 page (horizontal)</td>
<td>210mm x 148.5mm</td>
<td>R9 825.00</td>
<td>R8 800.00</td>
</tr>
</tbody>
</table>
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

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
Lightning and surge protection

March/April
Regional News
Tech Talk
Cool Tools
Lighting
Cables & accessories

May/June
Regional News
Tech Talk
Cool Tools
Lighting
DBs, switches and sockets

July/August
Regional News
Tech Talk
Cool Tools
Lighting
Contractual/Compliance

September/October
Regional News
Tech Talk
Cool Tools
Lighting
Renewable Energy

November/December
Regional News
Tech Talk
Cool Tools
Lighting
Presidential Excellence Awards

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.

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 in advertisements 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.

CONTACT DETAILS

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

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

ECA(SA) Head office
91 Newton Road,
Meadowdale Ext 2
Germiston 1401

PO Box 9683, Edenglen 1613

Tel: (011) 392 0000
Email: info@ecasa.co.za