



The Electrical Contractors' Association (SA)

RATE CARD 2024

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, manufacturers and retailers, specifiers, buyers and installers – and understands the needs of the electrical contracting industry.

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. Around 2000 copies are printed and distributed to members and non-members via the ECA's branches in Johannesburg, Pretoria, Durban, Bloemfontein, Port Elizabeth, East London and Cape Town.

Both publications feature the latest industry updates: new technology and new product information; best business practices; information about innovative electrical installation projects and news 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.

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



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





eNEWSLETTER – WIRED

Optimised for all platforms including pc, tablet 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 **one week 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, Nicholas McDiarmid at nicholas@ecasa.co.za or communicate@ecasa.co.za

2024 WIRED 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.**

Rate per insertion (excluding VAT)

Position	Dimensions	Rate per Insertion
Top Banner (four per year per advertiser)	728 x 90 pixels	R 7 000.00
Upper Middle Banner	728 x 90 pixels	R 5 850.00
Lower Middle Banner	728 x 90 pixels	R 5 850.00
Bottom Banner	728 x 90 pixels	R 4 800.00

DEADLINES 2024

Go Live Date	Ad Booking	Ad Material	Editorial
23 January	15 January	18 January	18 January
06 February	29 January	01 February	01 February
20 February	12 February	15 February	15 February
05 March	26 February	29 February	29 February
19 March	11 March	13 March	13 March
09 April	02 April	04 April	04 April
23 April	15 April	17 April	17 April
14 May	06 May	08 May	08 May
28 May	20 May	22 May	22 May
11 June	03 June	05 June	09 June
25 June	17 June	19 June	19 June
09 July	01 July	03 July	03 July
23 July	15 July	18 July	18 July
06 August	29 July	01 August	01 August
20 August	12 August	14 August	14 August
03 September	26 August	27 August	27 August
17 September	09 September	11 September	11 September
01 October	20 September	25 September	25 September
15 October	07 October	10 October	10 October
05 November	28 October	31 October	31 October
19 November	11 November	17 November	17 November
03 December	25 November	28 November	28 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.

DEADLINES 2024

January / February issue:

Go live date	Ad booking	Ad material	Editorial
10 February	09 January	16 January	16 January

March / April issue:

Go live date	Ad booking	Ad material	Editorial
12 April	01 March	08 March	08 March

May / June issue:

Go live date	Ad booking	Ad material	Editorial
14 June	03 May	10 May	10 May

July / August issue:

Go live date	Ad booking	Ad material	Editorial
09 August	05 July	12 July	12 July

September / October issue:

Go live date	Ad booking	Ad material	Editorial
11 October	30 August	06 September	06 September

November / December issue:

Go live date	Ad booking	Ad material	Editorial
13 December	08 November	15 November	15 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 23 000 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 magazine 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, Nicholas McDiarmid at nicholas@ecasa.co.za

2024 SA Electrical Contractor Rates

- Prices exclude VAT and 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.

Rate per insertion (excluding VAT)

Ad Size	Dimensions (w x h)	1-3 Insertions	4-6 Insertions
Double page spread	420mm x 297mm plus 3mm bleed all round	R24 850.00	R22 300.00
A4 Full page	210mm x 297mm plus 3mm bleed all round	R14 600.00	R13 000.00
Inside front cover (A4)	210mm x 297mm plus 3mm bleed all round	R17 000.00	R15 200.00
Inside back cover (A4)	210mm x 297mm plus 3mm bleed all round	R16 000.00	R14 200.00
Outside back cover (A4)	210mm x 297mm plus 3mm bleed all round	R16 400.00	R14 700.00
Half A4 page (vertical)	105mm x 297mm	R10 800.00	R9 700.00
Half A4 page (horizontal)	210mm x 148.5mm	R10 700.00	R9 600.00

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 high resolution tiff, jpeg or png formats.
- 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 Nicholas McDiarmid at nicholas@ecasa.co.za

CONTACT DETAILS

ADVERTISING BOOKING

Nicholas McDiarmid on +27 (0)71 472 0634 or nicholas@ecasa.co.za
Mark Mfikoe on +27 (0)11 392 0000 or mark.mfikoe@ecasa.co.za

ADVERTISING MATERIAL

To be emailed to nicholas@ecasa.co.za

TERMS AND CONDITIONS

Booking

All booking instructions must be made in writing. A signed order or Copy Instruction must be completed and submitted to nicholas@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, jpeg 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

Advertisers are advised that prices in advertisements must include VAT. Where prices including and excluding VAT are featured in advertisements, the prices including VAT must be prominent.

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
Power solutions
Lightning and surge protection

May/June

Regional News
Tech Talk
Cool Tools
Lighting
Power solutions
DBs, switches and sockets

September/October

Regional News
Tech Talk
Cool Tools
Lighting
Power solutions
Renewable Energy

March/April

Regional News
Tech Talk
Cool Tools
Lighting
Power solutions
Cables & accessories

July/August

Regional News
Tech Talk
Cool Tools
Lighting
Power solutions
Contractual/Compliance

November/December

Regional News
Tech Talk
Cool Tools
Lighting
Power solutions
Presidential Excellence Awards

NATIONAL HELPDESK: 087 944 4555

ECA(SA) HEAD OFFICE

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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.