



# The Electrical Contractors' Association (SA)

## RATE CARD 2025

### 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 editor at [nicholas@ecasa.co.za](mailto:nicholas@ecasa.co.za)

### 2025 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 2025

Go Live Date	Ad Booking	Ad Material	Editorial
28 January	21 January	24 January	24 January
11 February	04 February	07 February	07 February
25 February	18 February	21 February	21 February
11 March	04 March	07 March	07 March
25 March	18 March	21 March	21 March
08 April	01 April	04 April	04 April
22 April	15 April	18 April	18 April
06 May	29 April	02 May	02 May
20 May	13 May	16 May	16 May
03 June	27 May	30 May	30 May
24 June	17 June	20 June	20 June
08 July	01 July	04 July	04 July
22 July	15 July	18 July	18 July
05 August	29 July	01 August	01 August
19 August	12 August	15 August	15 August
02 September	26 August	29 August	29 August
23 September	16 September	19 September	19 September
07 October	30 September	03 October	03 October
28 October	21 October	24 October	24 October
11 November	04 November	07 November	07 November
25 November	18 November	21 November	21 November
09 December	02 December	05 December	05 December

*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 2025

### January / February issue:

Go live date	Ad booking	Ad material	Editorial
14 February	17 January	24 January	24 January

### March / April issue:

Go live date	Ad booking	Ad material	Editorial
15 April	14 March	21 March	21 March

### May / June issue:

Go live date	Ad booking	Ad material	Editorial
13 June	16 May	23 May	23 May

### July / August issue:

Go live date	Ad booking	Ad material	Editorial
12 August	11 July	16 July	16 July

### September / October issue:

Go live date	Ad booking	Ad material	Editorial
10 October	12 September	19 September	19 September

### November / December issue:

Go live date	Ad booking	Ad material	Editorial
12 December	14 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 23 000 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 editor, Nicholas McDiarmid on 071 472 0634 or [nicholas@ecasa.co.za](mailto:nicholas@ecasa.co.za)

### 2025 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](mailto:nicholas@ecasa.co.za)

## CONTACT DETAILS

### ADVERTISING BOOKING

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

### ADVERTISING MATERIAL

To be emailed to [nicholas@ecasa.co.za](mailto: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](mailto: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 Roundup  
DBs, Switches and Sockets  
Employee Benefits and Assurance  
Cool Tools  
Lighting  
Solar Skills

### May/June

Regional News  
Commercial & Public Lighting  
Tooling up  
Battery Safety  
Training & Apprenticeships  
Solar Accessories  
Circuit Breakers

### September/October

Regional News  
Excellence Awards 2025 Call for Entries  
Cables and Accessories  
Exterior Lighting Solutions  
Cool Tools  
Specialised Installations:  
(Healthcare, Hospitality & Food Processing)

### March/April

Regional News  
Cable Management & System Design  
Busbar Innovations  
Training: the Next Generation  
Cool Tools  
Lighting Systems  
Insurance & the Electrical Contractor

### July/August

Regional News  
Women's Month  
Sustainable lighting  
Cool Tools  
Installations & Insurance  
Innovations in Surge Protection  
Switches and Sockets

### November/December

Regional News  
The Presidential Excellence Awards  
The President's Charity Golf Day  
Innovations in LED Lighting  
Safety Equipment & Electrical PPE  
Cool Tools  
Employee Benefits and Assurance

**NATIONAL HELPDESK:** 087 944 4555

### 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](mailto:info@ecasa.co.za)  
**Web:** [www.ecasa.co.za](http://www.ecasa.co.za)

### 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.