



tED
the ELECTRICAL DISTRIBUTOR /
magazine

lightED
the ELECTRICAL DISTRIBUTOR /

lightEDmag.com

tED magazine, the industry's **premier source** of news and information, has launched a new website, www.lightEDmag.com, about **lighting for the future**



Connect your new lighting products with the distributors that are most committed to **lighting sales**



lightED e-newsletter is sent to **more than 11,500 people** every Monday

lightED 2017 ELECTRONIC RATES

(July 1 - December 31, 2017)

lightEDmag.com (monthly rate)		Animated GIFs Accepted
AD TYPE	SPECS	NET
Leaderboard (x of 4)	728wx90h; GIF/JPEG; 40k	\$1,100
Cornerboard	200wx90h; GIF/JPEG; 30k	1,000
Right Rail	180wx150h; GIF/JPEG; 40k	800
New Product Announcement	360wx240h; GIF/JPEG + copy (50 characters w/spaces); 80k	500

lightED News e-Newsletter (delivered every Monday to approximately 11,500 readers)

Animated GIFs not recommended because of conflict with Outlook 2007 +

Leaderboard	642wx79h; GIF/JPEG; 80k	\$2,000
Top Banner	468wx60h; GIF/JPEG; 40k	1,800
Center Banner	468wx60h; GIF/JPEG; 40k	1,500
Bottom Banner	468wx60h; GIF/JPEG; 40k	1,200
Skyscraper	140wx600h; GIF/JPEG; 40k	2,800
Half Skyscraper	140wx300h; GIF/JPEG; 30k	1,800
Featured Sponsor	180wx120h; GIF/JPEG + copy (375-390 characters w/spaces); 40k	2,800
Left Rail (4 per month)	140wx120h; GIF/JPEG; 40k	1,600

Contact your area sales rep for more details:

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What is lightED?

lightED is **lightEDmag.com**. It's the latest digital creation from *tED* magazine, an industry leader in news, analysis, and product introductions.

Using our database of more than 470 distributor companies that operate more than 5,400 branches throughout North America, *tED* magazine has the eyes and ears of the largest and most influential electrical distributors across the country, with a total value of all members estimated at more than \$80 billion dollars.

With the vast expansion of LED and solid-state lighting, **lightED** will bring our readers the information they need to stock and sell the right lighting for every job. While the LED industry is expected to continue its rapid growth over the next 20 years, **lightED** will be there help you get your products to the distributors who are behind the projects.

lightED will use the power and branding of *tED* magazine to provide news to an already engaged audience of distributors, providing them the same award-winning news and analysis that has become an industry leader over the past four years. **lightED** will work just like your daily newspaper: news that happens today will be posted on the website today.

tED magazine will send a newsletter to more than 11,500 e-mail addresses every Monday to keep our readers informed on news that is happening right now. Our current e-newsletters, *tED* Daily News, have an average 60% open rate.

This is your chance to get your new products in front of a large audience of distributors and begin tapping into the LED and solid-state lighting expansion.

Scott Costa

Publisher

tED magazine/tEDmag.com/lightED

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