



WECA Corporate Headquarters and Sacramento Region Training Facility

3695 Bleckely Street
Mather Regional Park
Rancho Cordova, CA 95655
877-444-9322
communications@goweca.com

Advertising Rates for WECA's Electrical Industry and Membership eNewsletter

Introduce your Products and Services to:

- Hundreds of electrical contractors across the state of California, as well as their office and field employees
- Industry followers across the nation
- A nationwide electrical training audience
- Today's and tomorrow's electrical industry leaders

About WECA's Electrical Industry and Membership eNewsletter

WECA's Electrical Industry and Membership eNewsletter keeps electrical contractors and industry followers on top of their game by giving them quick and easy-to-read information on WECA and industry news, training and educational content, political action alerts, products and services of interest and use, and more-- on an every-other-week basis. The eNewsletter offers an unparalleled way to get directly into the inbox of more than 1,300 qualified electrical contractors, their employees, and industry followers. WECA's eNewsletter is built on a qualified subscriber base. We have an opt-out option to ensure that we consistently deliver to an audience that is actively seeking and willing to receive the newsletter.

About WECA

WECA is the only California statewide trade association dedicated solely to meeting the needs of independent electrical contractors. In addition to world-class apprenticeship and training programs, WECA also provides the business services that help its member contractors succeed and grow. WECA advocates in state and local government on behalf of independent electrical contractors to make sure their voices are heard.

Advertising Rates and Policies

- Basic Blurb; 100 max wordcount; one image (jpg format, 72 pixels/inch, max 180 by 180 pixels) **\$100 for one-time run (single appearance); \$50 each for subsequent appearances, up to a max of 4. (\$250 total for four: the Basic Blurb package.)**
- Press Release Style article; 300 max wordcount; two images (jpg format, 72 pixels/inch, max 180 by 180 pixels each) **\$200**
- Press Release Style article; 500 max wordcount; two images (jpg format, 72 pixels/inch, max 300 by 300 pixels each) **\$250**
- Press Release Style article; 1000 max wordcount; two images (jpg format, 72 pixels/inch, max 300 by 300 pixels each) **\$300**

Submissions are due to WECA by Monday noon the same week as the Thursday newsletter in which they are to run. WECA endeavors to delivery a quality newsletter to its followers and WECA reserves the right to reject any advertising submissions for any reason. If WECA rejects a submission and the submission cannot be reworked to WECA's satisfaction, WECA will refund any advertising payments already made in connection with that submission. Press Release Style articles may run only once per advertiser in a calendar year. Basic Blurbs may run (appear) up to four times, (four appearances constitute the "Basic Blurb Package"), spaced out or repeated as per the advertiser's preference. Additional payment must be submitted for each appearance of a Basic Blurb advertisement. If an advertiser wishes to run a Basic Blurb more than 4 times, content and image must be updated after first four runs/appearances, and after every set of four thereafter.

WECA's Electrical Industry and Membership eNewsletter runs every other Thursday. In 2013, these eNewsletter runs are on January 10 and 24, February 7 and 21, March 7 and 21, April 4 and 18, May 2, 16, and 30, June 13 and 27, July 11 and 25, August 8 and 22, September 5 and 19, October 3, 17, and 31, November 14 and 28, and December 12 and 26.



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Another Option: WECA Industry Partnership

WECA Industry Partners are businesses with products and services that help our member contractors' companies succeed and grow. WECA Industry Partners have the chance to connect, share their messaging, and promote their products and services to our extensive base of politically involved business owners, their employees, and industry advocates across California.

Among WECA's Industry partner benefits are a headline eNewsletter article announcing our Industry Partnership and our partner's offerings in our Electrical Industry and Membership Newsletter, a dedicated communication of same to our eNewsletter mailing list, and an ability to run follow-up articles and special announcements or discount offers every quarter. These benefits and many others are at no additional cost beyond Industry Partnership membership dues-- all for \$825 a year. (In addition, Industry Partners are vetted for membership by our Board of Directors, and membership helps your business' trustworthiness quotient in the eyes of our members.) Ask us for an Industry Partner application instead if you'd prefer to take this route to introduce your products and services to our members and industry followers.

Advertising Agreement- Please complete and submit with payment:

* * * * *
*

Business Name: _____ **Contact Name:** _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Phone: (_____) _____ **Fax:** (_____) _____

Website: _____ **Email:** _____

Authorized Representative name (please print): _____

Authorized Representative signature (original): _____ **Date:** _____

Please select your advertising choice(s) below:

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- Press Release Style article; 300 max wordcount; two images (jpg format, 72 pixels/inch, max 180 by 180 pixels each) **\$200**
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Desired Run Date(s) _____

Mail advertising agreement and payment to: WECA Communications, 3695 Bleckely Street, Rancho Cordova, CA 95655
Please submit your advertising content electronically to communications@goweca.com.