

TODAY'S

LIGHTING

2015 ADVERTISING RATES & POLICIES

DISTRIBUTOR



2015

MEDIA KIT

NAILD
 education • networking • technology

National
 Association of
 Independent
 Lighting
 Distributors

GET YOUR MESSAGE ACROSS NOW – WITH



TLD EDITORIAL STAFF

The staff includes seasoned publication and editorial professionals who have years of experience working in the electrical industry.

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Today's Lighting Distributor is the official publication of the
National Association of Independent Lighting Distributors
3685 Harlem Road, Suite 102, Buffalo, NY 14215
(716) 875-3670 Voice; (716) 875-0734 Fax
Web Address: www.naild.org

TLD: TODAY'S LIGHTING ADVERTISING RESULTS

Today's Lighting Distributor is a hard-hitting lighting specialist and distributor advertising venue. Strategically communicate your products, services, and programs to a targeted lighting industry audience who is receptive to the resources you offer and enthusiastic about deploying them in the marketplace.

TLD: THE ROI AD BUY

- Your advertising is prominent in both the print and digital *TLD* editions
- Drive traffic to your company website
- Evangelize your brand, products and services with pros who want to support you
- Engage with a laser-targeted lighting specialist industry audience
- Generate sales from lighting-savvy distributors who upsell higher margin products
- Introduce new products to experts who know how to sell them

TLD: REV SALES REVENUE

Advertising in *Today's Lighting Distributor* can empower your company's business development efforts, sales and profitability. Position your business as a trusted lighting specialist for innovative and high-quality lighting products and services.

2015 ADVERTISING RATES (PER ISSUE OF THE TLD)

Advertisement Size	Membership Rates	Non-Membership Rates
Full Page	\$1830	\$2380
1/2 Page	\$950	\$1540
1/3 Page	\$675	\$880
1/4 Page	\$535	\$695

NET rates include 4-color process. Back, Inside Front, Inside Back covers are sold on a first-come, first served basis each issue at a 15% premium.

2015 NAILD MEMBERSHIP DIRECTORY ADVERTISEMENTS

Advertisement Size	Membership Rates	Non-Membership Rates
Full Page	\$2395	\$3115
1/2 Page	\$1300	\$1690
1/3 Page	\$990	\$1590
1/4 Page	\$860	\$1120

- ✓ All rates published are net rates. Any agency commission required must be added to these rates by the agency.
- ✓ *Today's Lighting Distributor* is a four color publication. All rates are for four color ads.
- ✓ Invoices will be sent upon publishing of the issue and are net 15.
- ✓ All accounts must be in good standing for acceptance of insertion orders.
- ✓ Inserts/Tip-ins are billed at the applicable four color, full page rates, plus a tip-in charge that is based on the size and weight of the insert.
- ✓ Content changes made by the publisher to already-submitted artwork will result in an additional fee.

SPECIAL SALES-BUILDING OPPORTUNITIES

Premium Placements

Inside front, back and outside cover ad placements are available for reservation:

- Cover II (inside front cover) +15%
- Cover III (inside back cover) +15%
- Cover IV (outside back cover) +15%

(Premium cover position charge is added to the cost of space.)

All premium cover positions will be sold on a first-come, first-served basis. We will attempt to place ads in requested positions, but such placement is not guaranteed without payment of premium cover position. Front cover is not available.

Article Reprints

Reprints make great, inexpensive sales and marketing tools. Reprints can be used many ways, from prospect mailings to tradeshow handouts. PDF reprints of specific articles can be obtained and reprints of articles can also be requested and are priced individually. Please contact Erin Klebaur at eklebaur@cmasolutions.com for details and pricing.

Online

This Media Kit is available on the *NAILD* website. To download, go to *NAILD* Media Kit on the home page.

Terms

Ads are invoiced on the published date and are net 15. Materials will not be returned unless requested and a shipping number is provided. CMA will hold advertising material for 18 months.

Cancellation Policy

If you cancel space reservations more than one week after the reservation due date, you will be charged the full rate for the space originally contracted.

Back Issues of *NAILD*

Back issues can be viewed on the *NAILD* website. Go to *Today's Lighting Distributor* at NAILD.org

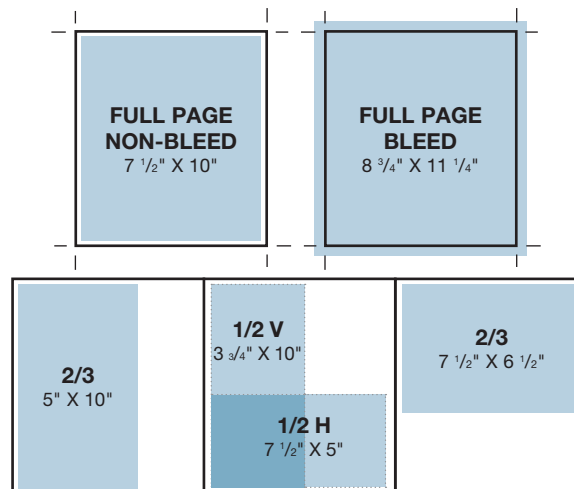
STANDARD ADVERTISING DIMENSIONS

- ✓ Live area is 7 1/2" wide X 10" deep.
- ✓ Files for bleed ads should measure 8 3/4" X 11 1/4" on the outside edge to allow for trim size of 8 1/2" X 11". All live matter should be kept 1/4" from trim on all sides.

ARTWORK GUIDELINES (ONLY ELECTRONIC FILES ACCEPTED)

- ✓ Color ads may be sent on CD or DVD, or via FTP Internet upload (see <http://www.cmasolutions.com/services/uploadart.htm>).
 - The preferred format is a PDF file. The file must be Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos must be high resolution (at least 300dpi). All color ads must be saved as CMYK not RGB. All bleed ads must have the appropriate bleed supplied on file.
 - Sending a hard copy color proof is encouraged and is the only way we can ensure color accuracy.
- ✓ Files larger than 3 MB in size should NOT be sent via e-mail. Please send these either on CD, DVD or via FTP.
- ✓ *Today's Lighting Distributor* is printed on a high-speed sheet-fed offset press, 4-color process.
- ✓ If we have not received your artwork by the published deadline, we reserve the right to use artwork submitted for a previous advertisement, or to cancel the ad.

Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. Contact Erin Klebaur at eklebaur@cmasolutions.com for more information.



2015 TLD Calendar	Editorial Content	IO Deadline	Material Deadline
Spring '15	Pre-Conference	2/13	2/20
Summer '15	Post Conference	5/15	5/22
Fall '15	TBD	8/14	8/21
Winter '15	TBD	11/13	11/20



IS A POWERFUL TOOL FOR YOUR MEDIA SCHEDULE

To upload files:

Go to FTP upload www.cmasolutions.com/services/uploadart.htm.

Send all ad materials and insertions to:

Erin Klebaur, Advertising Manager
Today's Lighting Distributor (TLD)
c/o Creative Marketing Alliance
191 Clarksville Road
Princeton Junction, NJ 08550
Phone: 609.297.2221

Billing Contact:

Angela McAndrew
AMcAndrew@cmasolutions.com

National Association of Independent Lighting Distributors

3685 Harlem Road, Suite 102
Buffalo, NY 14215
(716) 875-3670 Voice
(716) 875-0734 Fax

Web Address: www.naild.org

INSERTION ORDER FORM 2015

SEND COMPLETED SPACE RESERVATION FORM TO ERIN KLEBAUR, ADVERTISING MANAGER

Phone: 609.297.2221
Fax: 609.799.7032
E-mail: eklebaur@cmasolutions.com
Please complete the following mandatory information.

ADVERTISER INFORMATION:

Company:
Contact: Title:
Address:
City: State: ZIP:
Telephone: Fax:
Email:

BILLING INFORMATION:

Accounts Payable Contact (or Agency):
Contact: Title:
Address:
City: State: ZIP:
Telephone: Fax:
Email:

Purchase Order #: Confirm CMA vendor set up: Yes No

Ad Information & Frequency

1x All 3 issues Total Cost:

Spring

New Ad Pick up existing ad (issue month/year)
Ad Headline size
Please use this Web Address for our ad link

Summer

New Ad Pick up existing ad (issue month/year)
Ad Headline size
Please use this Web Address for our ad link

Fall

New Ad Pick up existing ad (issue month/year)
Ad Headline size
Please use this Web Address for our ad link

Winter

New Ad Pick up existing ad (issue month/year)
Ad Headline size
Please use this Web Address for our ad link

NAILD MEMBERSHIP DIRECTORY

Full Page 1/2 Page 1/3 Page 1/4 Page

