



The Electrical Association of Philadelphia 2018 Membership Directory Advertising Information

Enclosed please find the 2018 Electrical Association of Philadelphia Membership Directory Member Profile and Advertising Forms.

Please review the enclosed information carefully as it is the information that will appear in the Membership Directory.

Member Profile – One of EAP’s primary member benefits is the connection it facilitates between key decision makers within our member companies. Please take a moment to review the enclosed Member Profile Form and ensure your contact information is up-to-date.

The EAP Membership Directory includes the following information: company name, address, phone and fax numbers, the name of the primary contact person, their email address, and the company’s web address.

Please make any necessary changes OR indicate that the membership profile is correct. Please send us your response by **May 4, 2018** via email or fax.

Email: mair@eap.org / Fax: (610) 825-1603

Advertising Form – EAPs Directory is another touchpoint among members. Show your support of this publication while benefiting from additional brand exposure by placing an advertisement. Please see the enclosed form for more details. Advertisements are due **May 4, 2018**. Space will be sold on a first-come, first-served basis.

New this Year – A new, high-visibility advertising location is now available! Section Divider Pages will separate membership categories to ease navigation of the Directory. Space is limited and will be sold on a first-come, first-served basis.

Questions? Contact Mair Malfara, Deputy Executive Director, by phone (610) 825-1600, ext. 12 or email mair@eap.org.

Please note: The EAP does not sell the Membership Directory or listings of any member companies; this is a members-only benefit.



Membership Section
Divider Page Sample

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The Electrical Association of Philadelphia 2018 Membership Directory Advertising Guidelines Deadline: May 4, 2018

To ensure a high-quality reproduction of your ad, please forward all files using the following specifications for your ad placement. Advertisements are in black and white unless otherwise noted (see Advertising Insertion Order Form). Color advertisements should be submitted as a cmyk color ad.

Preferred File Format in order of preference:

- Press Ready PDF files with all fonts embedded with a copy of the ad included.
- MAC native files with all fonts and links included, to size, with a copy of the ad included.
- PC based files must be converted to Press Ready PDF files with all fonts embedded with a copy of the ad included.
- Most business cards can be accepted; however, we do recommend black and white artwork for better quality in the finished ad. Multi color cards will reproduce in grey scale and may present production issues.
- No bleeds (except for divider, inside, and back covers).

Graphics: Please include a copy of each graphic with your project. To get quality results from your graphic files, please make sure all graphics are at least 300* dpi at the size that they are intended to be printed. EPS and TIF files are preferred. Please convert text in EPS files to outlines. Acrobat PDF files with all fonts and graphics embedded with Distiller options set for press at 300 dpi are also acceptable. (*Note: line art needs to be scanned at a much higher resolution than color or grayscale to prevent jagged edges.) *Note that graphics pulled from or intended for the Internet (GIFs) are low resolution and do not reproduce well when printed.*

Fonts: All fonts used in your document must be included with your files. Even common and classic fonts can vary from vendor to vendor and there are differences between True Type and Type 1. Send both screen fonts and printer fonts for Postscript fonts (Type 1 fonts). Also send fonts that are used in EPS files.

Sizes:

- **Business Card** ads may be portrait or landscape: 3 ½" x 2" - black and white - no bleed
- **Quarter Page Ads** must be portrait: 3 ½" x 4 ¾" - black and white - no bleed
- **Half Page Ads** must be landscape: 7 ¼" x 4 ¾" - black and white - no bleed
- **Full Page Ads** must be portrait: 7 ¼" x 10" – full color no bleed
- **Section Divider Ads** must be portrait 7 1/8" x 11" plus 1/8" bleed all around - full color
- **Inside, back, and front cover ads** must be portrait 7 1/8" x 11" plus 1/8" bleed all around - full color

File Submission:

Ads may be submitted via email to Mair Malfara – mair@eap.org by May 4, 2018.

Ads not meeting the required page set up may be reduced in size to fit your requested ad size format.

Hard Copies Submissions:

Electronic submissions are strongly encouraged to ensure a high-quality production; however, we understand this may not be feasible. If you wish to submit a hard copy ad, please note:

- We are **unable** to accept faxes or material that has been photocopied.
- We can accept business cards that can be easily scanned.
- **DO NOT STAPLE OR FOLD YOUR MATERIALS.**

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The Electrical Association of Philadelphia 2018 Membership Directory Advertising Insertion Order Form

Please select the advertisement size/location (s) you wish to secure. Advertisements are available in black and white unless otherwise noted.

- | | |
|---|---|
| <input type="checkbox"/> Business Card
3 1/2" x 2"\$225 | <input type="checkbox"/> Section Divider – Full Color
7 1/8" x 11" plus 1/8".....\$1,200 |
| <input type="checkbox"/> Quarter Page
3 1/2" x 4 3/4"\$350 | <input type="checkbox"/> Inside Front Cover – Full Color
7 1/8" x 11" plus 1/8".....\$1,500 |
| <input type="checkbox"/> Half Page
7 1/4" x 4 3/4".....\$550 | <input type="checkbox"/> Inside Back Cover – Full Color
7 1/8" x 11" plus 1/8".....\$1,600 |
| <input type="checkbox"/> Full Page – Full Color
7 1/4" x 10"\$1,000 | <input type="checkbox"/> Outside Back Cover – Full Color
7 1/8" x 11" plus 1/8".....\$1,700 |

Member Information

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Payment:

- Check # _____ enclosed. Please Invoice
- Credit Card – pay online...visit www.eap.org

Please be sure to enclose your camera-ready advertisement, conforming to the advertising guidelines listed on the reverse side of this form. Sorry, mechanicals and artwork cannot be returned unless requested in writing with this contract. Also note that each company is responsible for what is sent and how it is sent. We CANNOT accept faxed copies of artwork for scanning. Payment must be received in order to secure your advertisement; any unpaid ads will not be run. All ads must be submitted by May 4, 2018.

Please contact Mair Malfara with questions – (610) 825-1600 ext. 12 or mair@eap.org.

The Electrical Association of Philadelphia
527 Plymouth Road, Suite 408, Plymouth Meeting, PA 19462
P: (610) 825-1600 | E: electric@eap.org | W: www.eap.org