

# tED

the ELECTRICAL DISTRIBUTOR

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## January 2011 Issue Preview

CLOSING DATE FOR ADS: DECEMBER 3



### EDITORIAL FOCUS

#### *Electrical Distribution & the EV Market*

By 2015, economic projections are for the plug-in electrical vehicle market, now in its infancy, to grow to more than 3 million vehicles. This Editorial Focus will examine the demand for EV charging stations, the manufacturer offerings available,

and government incentives and rebates. We will also speak to distributors that are successfully selling EV charging stations and find out what it takes to enter this promising market.

### SELLING FOCUS

#### *The Commercial Market*

tED readers looking to keep a hand in the commercial market—or find new opportunities—must focus on cost-effective solutions that will pay for themselves in the long run. Manufacturers that want to capture the attention of distributors serving this market will find a captive audience in this issue.



### PRODUCTS

To submit a product for inclusion in one of tED's January product sections, send your product announcement, along with art, to [mbyers@naed.org](mailto:mbyers@naed.org). Be sure to include the words "January Product Section" in the subject line.

**Electrical Products:** Low-Voltage Racks & Enclosures; **Lighting Products:** Office & Workspace; **New Product Section:** Showcase new product offerings

**CLOSING DATE FOR ALL PRODUCT SUBMISSIONS: November 26\***

### ADVERTISER BONUSES

#### *Baxter Research Study*

Advertisers receive complimentary Baxter Research Study.

#### *Digital Edition*

Print ads now hot-linked at [tedmag.com](http://tedmag.com).

### SHOW DISTRIBUTION

Distribution at the **NAED Western Region Conference** in Palm Desert, Calif., Jan. 10-12; and **BICSI Winter Conference** in Orlando, Fla., Jan. 16-20. Inquire about tED room deliveries to the top distributor execs during NAED conferences.

(\*Products selected to appear in the issue at editor's discretion; editor reserves the right to alter submissions for content and style.)

## Supplement

tED's quarterly GreenRoom supplement offers manufacturers and suppliers the opportunity to tell electrical distributors about their energy-efficient and/or renewable energy products.



**Advertiser Bonus:** Advertisers receive an ad of the same size in tED's quarterly GreenRoom supplement at 50% discount. (Those not advertising in the January issue can still purchase a GreenRoom ad at rate card price.)

### Winter 2011 Edition Highlights:

- **Editorial Focus:** "Opportunities in The Smart Grid": A look at the impact—current and future—of the Smart Grid initiatives on the ED channel and its customers
- **Selling Energy Efficiency:** Part one of a four-part series focusing on how electrical distributors can become the channel of choice for the clean energy market.
- **Product Spotlight:** Send your energy-efficient product announcement along with art and the words "January GreenRoom Product Section" in the subject line to [mbyers@naed.org](mailto:mbyers@naed.org).