

tED

the ELECTRICAL DISTRIBUTOR

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April 2010 Issue Preview

CLOSING DATE FOR ADS: March 5



Sheraton Chicago
Hotel & Towers

EDITORIAL FOCUS

NAED Electrical Leadership Summit

Be sure to be included in the NAED Electrical Leadership Summit show issue of *tED* magazine. This year, *tED* will publish a special commemorative supplement that will also be used as the event program during the Summit's closing gala. **(Advertiser bonus available! See below.)**

SELLING FOCUS

The OEM/MRO Market

Our April Market Focus will examine the state of the MRO/OEM market, as well as offer tips, advice, and product recommendations to the distributors who service it.

PRODUCTS

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

Electrical Products: Wiring Devices; **VDV Products:** A/V, Security, & Surveillance;

Lighting Products: Controls; **New Product Section:** Showcase new product offerings.

CLOSING DATE FOR ALL PRODUCT SUBMISSIONS: February 26

ADVERTISER BONUS

NAED Education & Research Foundation 40th Anniversary Supplement

The April issue will feature a special commemorative supplement that will also be used as the event program during the closing gala of the 2010 NAED National Electrical Leadership Summit. Advertisers in the April issue receive a same-size bonus ad in the supplement/gala program for an additional \$800 net (non-advertisers and distributors may purchase a supplement-only congratulatory ad at a reduced rate). Two sponsorships of the supplement/gala program are also available. Contact your *tED* sales representative for details.

NEW! Digital Edition

Print ads now hot-linked at tedmag.com.

SHOW DISTRIBUTION

Distribution at the **National Electrical Leadership Summit**, to be held May 15-19 in Chicago. Inquire about *tED* room deliveries to the top distributor execs during NAED conferences.

GreenRoom

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 the *GreenRoom* at 50% discount. (Non-advertisers can purchase a *GreenRoom* ad at rate card price.)

Spring 2010 Edition Highlights:

- **Solar distribution:** The importance of solar distributors—and why electrical distributors need to step up.
- **The commercial market:** The green products and services needed.
- **Energy-efficient product spotlight:** Send your product announcement along with art and the words "April *GreenRoom* Product Section" in the subject line to mbyers@naed.org.