



the ELECTRICAL DISTRIBUTOR

Contact your representative:

Eastern/Central Regions: Rich Ryan

Phone: 330-686-0353; Email: rgrsvc@gmail.com

Southern Region: Gary Lindenberger and Lori Gernand

Phone: 281-855-0470; Email: gl@lindenassoc.com; lg@lindenassoc.com

Southeast Region: Doug Fix

Phone: 770-740-2078; Email: dfix@bellsouth.net

Western Region: Steve Wafalosky

Phone: 440-247-1060; Email: steview@larichadv.com

Electronic Media Specialist: Craig Riley

Phone: 203-797-8114; Email: craig@adsalesplus.com

May 2010 Issue Preview

CLOSING DATE FOR ADS: APRIL 5

EDITORIAL FOCUS

Lighting Line-Up

tED's annual Lighting Line-Up is your chance to get your lighting products in front of the distribution channel. Just fill out and send in the submission form (find it at tedmag.com or ask your sales rep), along with a press release and color photo, and you'll receive a free product listing in the section. (For added exposure, see the **advertiser bonuses available** below.)



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THE CLOSING DATE FOR LIGHTING LINE-UP SUBMISSIONS IS MARCH 19*

SELLING FOCUS



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Selling to the Government

While the government is far from immune to the bugs the rest of the economy is fighting off, it remains a large, stable user of all kinds of electrical products. This May issue market focus will discuss how distributors can get a foot in the door and will offer ideas as to the kinds of products decision-makers are looking for.

ADVERTISER BONUSES

ResourceRoom Posting with Email Push

Advertisers in the May issue of tED receive the bonus posting of a white paper in the TedMag.com ResourceRoom. Content must be focused on successful lighting applications, and a push email will alert readers. (Non-advertisers may purchase the posting for \$1,500.)

NEW! Digital Edition

Print ads now hot-linked at tedmag.com.

SHOW DISTRIBUTION

Distribution at **Lightfair International** in Las Vegas, May 12-14. Inquire about tED room deliveries to the top distributor execs during NAED conferences.

Products

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

ELECTRICAL PRODUCTS:
Power Quality & Circuit Protection

VDV PRODUCTS:
Tools

NEW PRODUCT SECTION
Showcase new product offerings.

CLOSING DATE FOR PRODUCT SUBMISSIONS: March 26*

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