

# Join in the Celebration of 100 Years of the Channel



The significant anniversary of any company or industry is always worth celebrating. The electronics industry has many companies celebrating significant anniversaries of 50, 75 and 100 + years. These are eventful and certainly something to be proud of. When it's your hundredth it is an event, the whole industry should be proud of it. We are at ECIA and feel it is the perfect time to celebrate an industry that started on Radio Row in New York.

We are creating a historical ebook that would recognize the visionaries and founders of our industry, the companies that made a difference, technology and operational advancements, and our association — which has helped spur the growth/value of the tech channel.

- We want everyone to be part of it. Each member company will have the opportunity to share their history and impact on the industry with an advertorial/ad. Our valued product and E-version will allow more content and reduced cost by avoiding printing.
- Copy written by experienced journalists such as Barb Jorgensen (EBN and EPS), Heidi Elliott (Electronic News), Jennifer Read (a variety of tech pubs and ECIA) and Karen Kalel (Avnet)
- We have other documents that will provide supporting content.
- Share as many photos as feasible.
- Sell ads to pay for the project and possibly tied to the October program sponsorships.
- Member companies can engage by creating their own history, run a full page or spread ad with links to their history on their website and videos. They would provide the art to avoid more costs.
- Member companies will be provided a simple template so there is some consistency.

When completed it will celebrate our past and delve into the future and we expect it will pay additional dividends as we share it with our employees, shareholders, and clients. We suspect it will be an outstanding document for future industry-focused students and new employees.

Distributors, component manufacturers, manufacturer rep firms, contract manufacturers, supply chain organizations, and OEM's can join the effort. All in all, it would be an outstanding opportunity to market the value of the authorized channel to all constituents.

The project will be led by industry veterans who have experienced and written about the channel for over 5 decades.

## THERE ARE 2 SIMPLE WAYS TO JOIN IN

**Advertorial spread: \$1,500 Members**

**\$1,875 ECIA Service Partner/\$2,250 Non-Member**

Create a spread advertorial that reflects the template and type/sizes shared. Use the left-hand page for copy and photos reflecting your history. Because it is an ebook a link can take readers to your website for more content and or videos. The right side can be a continuation of your story or an ad. (Additional pages are \$750 ea.)

**Full-page ad: \$1,000 Members**

**\$1,250 ECIA Service Partner/\$1,500 Non-Member**

Submit an ad which highlights your company's historical impact, or a message of congratulations.

**Half-page ad: \$750 members**

**\$925 ECIA Service Partners/\$1125 non-members**

## IMPORTANT DATES

A letter or email of commitment and then payment will be made to the ECIA, attn: Victor Meijers by Sept 1st.

All digital content to be sent to our producer by Sept 15th at [al.maag@maagcommplus.com](mailto:al.maag@maagcommplus.com)

## FAQ's

- If I don't have the art staff or writer to handle the pages can your production team do it? **Yes, price TBD**
- Can I use a different type or format? **No, we want the book to look consistent.**
- Will any be printed? **At this time no. E-version will allow more content and reduced cost avoiding printing.**
- Can we share photos that might fit the narrative? **Yes, send to Al Maag.**
- Can organizations other than distributors and component manufacturers participate, i.e., publishers and reps. **Yes.**
- Can ads be smaller in size and lower in price? **Sorry, no.**
- When is payment due? **By October 1st, or the content/ad will be removed.**

# Ad and article specification



## ARTICLE SUBMISSION

When submitting articles you have two options for production.

### Adobe InDesign

InDesign is the industry standard for design and layout. In-house design teams, or an agency creating your materials, will most likely use this software. Using our supplied InDesign template will be your best route when creating your article. These templates should be closely followed and not altered in order to achieve a consistent look throughout the program guide.

Once your article design is complete, **please upload all working files**, as well as a hi-resolution interactive pdf of the location shown below.

### Microsoft Word

If you do not have access to InDesign, or a designer resource to create the layout, use our Word document template. Once submitted, the content from doc would be copied and pasted into our InDesign production files.

Please be sure not to alter the template elements, and supply any placed photos/artwork as separate hi-resolution files.

Images and artwork should be submitted at 100% of final output size @ 300 dpi and as RGB color.

## AD SUBMISSIONS

Ad need to be submitted as hi-resolution pdf, jpeg or png files at final output, and a resolution of 300 dpi RGB files.

### Ad sizes are as follows:

FULL PAGE AD - 7.85" X 9.75" no bleed

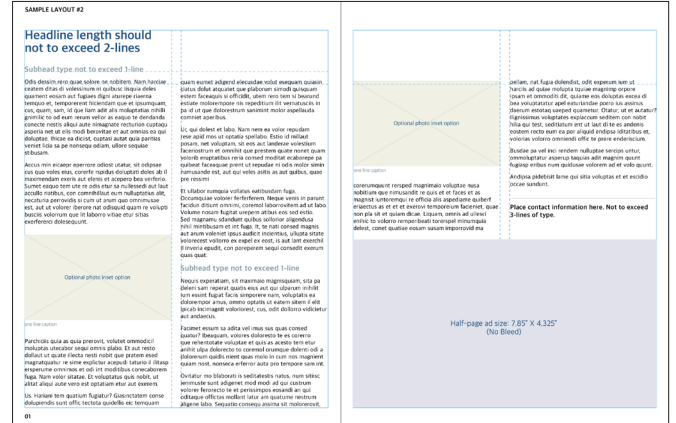
HALF PAGE AD - 7.85" X 4.325" no bleed

## UPLOAD & DOWNLOADS

You may upload your final artwork as outlined via the free and secure file exchange site **WeTransfer.com**. Address the transfer to: **al.maag@maagcommplus.com**



Sample one-page article with full-page ad



Sample two-page article with half-page ad

## IMPORTANT DATES

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For questions call **602-363-6038**

produced by

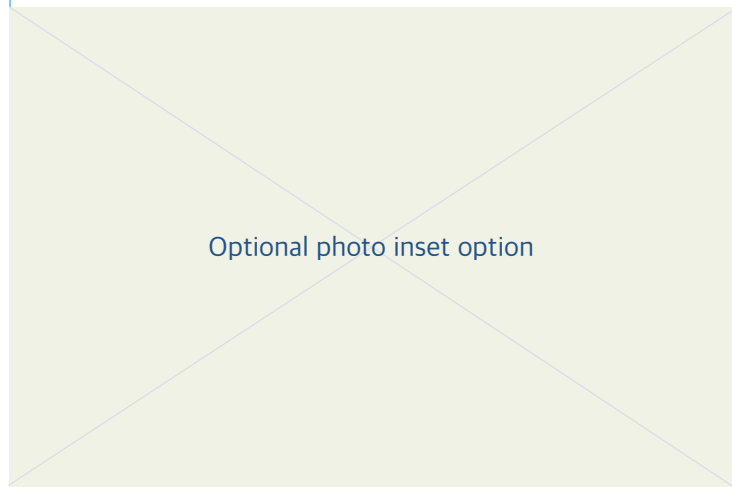


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YOUR LOGO HERE



Full-page ad size: 7.85" x 9.75"  
(Full bleed)

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