

AUGUST EA - reinforce your brand!

EASA show report - Conference sessions, news and photos!

Advertise in this issue!

- Reinforce your convention conversations
- Dozens of leading industry exhibitors put ads in our EASA issues - be there!
- It's a keeper!
 - Convention-centric, "keeper" content
 - Photos of lots of people on-the-go in Milwaukee
 - This issue will have a long life, and many pass-alongs
 - Extra presence for your message
- Reach EVERY EASA MEMBER, plus THOUSANDS OF OTHERS.
 - Sales and service operations, in-plant electrical, OEM purchasing, renewables, municipalities, facility management operations, and other peripheral markets
 - Long established, constantly curated circulation, growing each month!



- Do you WORK WITH WATER? This issue features:
 - WEFTEC preview
 - "More than Motors" - Water and Wastewater
 - Pumps!

Contact Kristine!

Learn more about promotional opportunities, and how this issue can help you make the most of your trade show efforts. [Email kweller@barks.com](mailto:kweller@barks.com) Call 312-626-2316

Closes Friday, July 13th. Space is sometimes available after closing but cannot be guaranteed.

Essential marketing value

- Tell your story YOUR way
- Display your name and logo
- Describe your products and services
- Provide your contact information
- Send customers to your website
- Offer anything else —testimonials, white papers, discounts, special opportunities!

The Midas touch

- It's said that it takes "7 touches" to make a sale. Who knows what ultimately makes a customer finally say "yes," BUT WE DO KNOW that an ad in *Electrical Apparatus* WILL ALWAYS COUNT as a strong and memorable point of contact.
- We may be your first touch that introduces you to new customers, maybe the seventh touch that inspires them to buy, or maybe all seven!
- With a frequency contract, you and your message are constantly in front of our readership.
- Print lasts! They won't click away, they'll know how to find you again, and your message is IMPRINTED in their mind!

We are the B2B magazine that focuses on people — the magazine that people love to read! "Does anyone still read anymore?" YES!

- They read when it's about them and people they know.
- They read when there are photos, puzzles, cartoons and listicles.
- They read when they want deep dive information.

Our readers find all of this, every month, in Electrical Apparatus!

