



2025 MEDIA KIT



ERA 2025 Media Kit

ABOUT THE REPRESENTOR

ERA's quarterly magazine aims to educate and inform readers about ERA's mission — which is to advance and support the professional field sales function in the global electronics marketplace through programs and activities that educate, inform and advocate for manufacturers' representatives, distributors and their principals. The magazine includes feature articles, new member listings, commentary and editorials by ERA Executive Committee members, a technical feature, as well as legal and tax articles.

2025 REPRESENTOR EDITORIAL & ADVERTISING DEADLINES

Winter 2025 Representor Issue

Editorial content due: **Friday, January 3**

Ad artwork due: **Friday, January 10**

**Bonus-distributed at the annual ERA Conference*

Spring 2025 Representor Issue

Editorial content due: **Friday, April 4**

Ad artwork due: **Friday, April 11**

**Bonus-distributed at the annual EDS Summit in Las Vegas, NV*

Summer 2025 Representor Issue

Editorial content due: **Friday, June 13**

Ad artwork due: **Friday, June 20**

Fall 2025 Representor issue

Editorial content due: **Friday, October 3**

Ad artwork due: **Friday, October 10**

The Representor provides the opportunity to feature your company's ad in front of our 4,000+ highly-engaged rep, manufacturer and distributor readers.

QUARTERLY ADVERTISING OPPORTUNITIES INCLUDE:

- Your company's ad will run free for 3 months on ERA's website
- There is a 20% discount on all classified rates for ERA members
- Full-page display ads for only \$500 for all ERA chapters
- You don't have to be an ERA member to advertise!

CONTENT MARKETING THAT ENGAGES ENGINEERS
5 key steps to building a plan for your firm

INSIDE:
• Being Bold, p. 20
• Executive Compensation, p. 24
• COVID Update, p. 26

PRINT CIRCULATION

Representatives.....	383
Manufacturers.....	222
Distributors.....	61
Miscellaneous.....	71
Recognized Resource Vendors.....	17
Total Print Circulation.....	754

DIGITAL CIRCULATION

Representatives.....	1,494
Manufacturers.....	1,264
Distributors.....	766
Miscellaneous.....	34
Total Digital Circulation.....	3,558
TOTAL.....	4,312

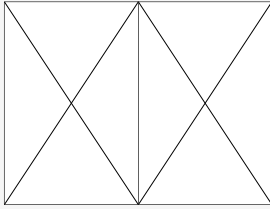
SELLING WITH AI
How AI can help you offer better sales terms

INSIDE:
• Someone You Should Know, p. 12
• Tech Corner, p. 22
• News, p. 28

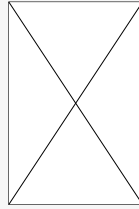
ERA 2025 Media Kit

2025 DISPLAY ADVERTISING

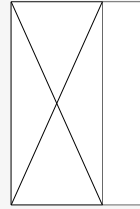
Two-page Spread \$3,500
 Size: **NON-BLEED** 15-1/4" x 10"^{**}
BLEED (UNTRIMMED) 17-1/4" x 11-1/4"



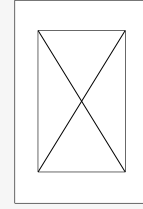
Full Page \$1,900
 ERA Chapter \$500
 Size: **NON-BLEED** 7x10
BLEED (UNTRIMMED) 8-1/2" x 11-1/4"



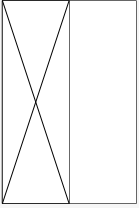
2/3 Page \$1,390
 Size: **NON-BLEED** 4-1/2" x 10"
BLEED (UNTRIMMED) 5-1/8" x 11-1/4"



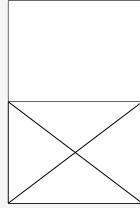
1/2 Page Island \$1,160
 Size: **NON-BLEED** 4-1/2" x 7-3/8"
BLEED (UNTRIMMED) 5-1/8" x 7-3/4"



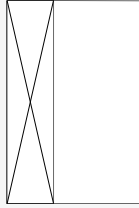
1/2 Page Vertical \$1,130
 Size: **NON-BLEED** 3-3/8" x 10"
BLEED (UNTRIMMED) 4" x 11-1/4"



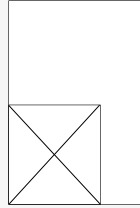
1/2 Page Horizontal \$1,130
 Size: **NON-BLEED** 7" x 4-7/8"
BLEED (UNTRIMMED) 5-1/8" x 7-3/4"



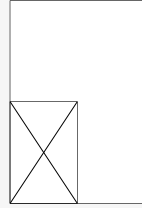
1/3 Page Vertical \$850
 Size: **NON-BLEED** 2-1/4" x 10"
BLEED (UNTRIMMED) 2-7/8" x 11-1/4"



1/3 Page Square \$850
 Size: **NON-BLEED** 4-1/2" x 4-7/8"
BLEED (UNTRIMMED) 5-1/8" x 5-1/2"



1/4 Page Square \$700
 Size: **NON-BLEED** 3-3/8" x 4-7/8"
BLEED (UNTRIMMED) not available



2025 DISPLAY ADVERTISING RATES

Cover II (Inside Front Cover): **\$2,100** Full page: **\$1,900** 1/2 page: **\$1,130**
 (reserved in 2025) ERA Chapter Full Page: **\$500** 1/3 page: **\$850**
 Cover III (Inside Back Cover): **\$2,050** Two-page spread: **\$3,500** 1/4 page: **\$700**
 (reserved in 2025) 2/3 page: **\$1,390**
 Cover IV (Back cover): **\$2,300** 1/2 page island: **\$1,160**
 (AVAILABLE)

ERA Members, ask about the "Buy 3, Get 1 Free" display ad program!

DESCRIPTION

NON-BLEED

BLEED (UNTRIMMED)*

Two-page spread	15-1/4" x 10" ^{**}	17-1/4" x 11-1/4"
Full page	7" x 10"	8-1/2" x 11-1/4"
Two-thirds page	4-1/2" x 10"	5-1/8" x 11-1/4"
One-half page island	4-1/2" x 7-3/8"	5-1/8" x 7-3/4"
One-half page vertical	3-3/8" x 10"	4" x 11-1/4"
One-half page horizontal	7" x 4-7/8"	7-1/2" x 5-3/8"
One-third page vertical	2-1/4" x 10"	2-7/8" x 11-1/4"
One-third page square	4-1/2" x 4-7/8"	5-1/8" x 5-1/2"
One-quarter page	3-3/8" x 4-7/8"	not available

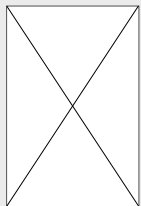
Reserve your digital ad with this easy online form!

Reserve your classified ad with this easy online form!

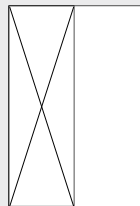
Submit all artwork in PDF or PNG form to Clare Kluck, ERA Communications Director, at ckluck@era.org, by the Ad Artwork deadline (listed on page 2.)

2025 CLASSIFIED ADVERTISING

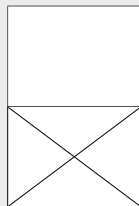
Full Page
 ERA Members \$1,580
 Non-members: \$1,930
 Size: 7x10



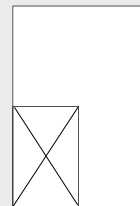
1/2 Page Vertical
 ERA Members \$795
 Non-members: \$990
 Size: 3.375"x10"



1/2 Page Horizontal
 ERA Members \$795
 Non-members: \$990
 Size: 7" x 4.875"



1/4 Page
 ERA Members \$415
 Non-members: \$520
 Size: 3.375" x 4.875"



2025 CLASSIFIED ADVERTISING RATES

Full page: ERA Members: **\$1,580** 1/2 page horizontal: ERA Members: **\$795**
 Non-members: **\$1,930** Non-members: **\$990**
 1/2 page vertical: ERA Members: **\$795** 1/4 page: ERA Members: **\$415**
 Non-members: **\$990** Non-members: **\$520**

ERA 2025 Media Kit

Quick Connections is sent out twice per month via email to approximately 4,000 industry members. It routinely gets open rates of >40%!

QUICK CONNECTIONS ADVERTISING

Quick Connections is an e-newsletter sent out twice per month to more than 4,000 reps, manufacturers and distributors in the electronics industry (both ERA members and non-members). An online version is also hosted on our website. It contains manufacturing data reports, Budde Marketing point-of-sale information, industry news items and ERA news items.

Your company's ad will be featured in both e-newsletters for the month, as well as the online newsletter housed the website.

PRICING

- Horizontal banner ad, hyperlinked, running for 1 month (2 newsletters)..... **\$400**
- Horizontal banner ad, hyperlinked, running for 2 months (4 newsletters)..... **\$600**
- Horizontal banner ad, hyperlinked, running for 4 months (8 newsletters)..... **\$900**

SPECIFICATIONS

Submit a photo file in PNG or JPG form, approximately 729 px wide by 90 px high.

Contact Clare Kluck, ERA Communications Director, at ckluck@era.org to reserve a Quick Connections ad.

The screenshot displays the 'QUICK CONNECTIONS' e-newsletter interface. At the top, it shows the date 'October 2024, Volume 2' and the 'MONTHLY POS REPORTS' section, which includes a chart and text about August 2024's performance. Below this is an advertisement for 'edman.tv' with the headline 'Boost Your Business with Professional Videos!'. The 'INDUSTRY NEWS' section features several articles, including one about Hemlock Semiconductor and another about remote work. The 'INDUSTRY TRENDS SURVEY' section is highlighted with a red border and includes a 'VIEW SURVEY RESULTS' link. The 'ERA NEWS' section contains articles about the 2025 ERA Conference and the Fall issue of ERA's Representative magazine. At the bottom, there are sections for 'Bulletin Board', 'Join ERA Today!', and 'Industry Calendar', along with 'Edit this page' and 'Edit with WPBakery Page Builder' buttons.

