



2026 MEDIA KIT



ERA 2026 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.

2026 REPRESENTOR EDITORIAL & ADVERTISING DEADLINES

Winter 2026 Representor Issue

Editorial content due: **Friday, January 7**

Ad artwork due: **Friday, January 14**

**Bonus-distributed at the annual ERA Conference*

Spring 2026 Representor Issue

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

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

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

Summer 2026 Representor Issue

Editorial content due: **Friday, June 5**

Ad artwork due: **Friday, June 12**

Fall 2026 Representor issue

Editorial content due: **Friday, September 25**

Ad artwork due: **Friday, October 2**

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
- Non-members are welcome to advertise!

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

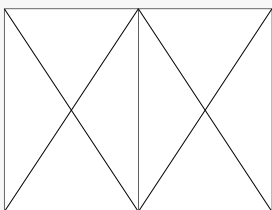
**Total Digital
Circulation.....3,558**

TOTAL.....4,312

2026 DISPLAY ADVERTISING

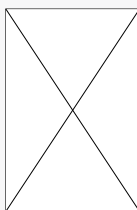
Two-page Spread \$3,500

Size:
NON-BLEED
15-1/4" x 10"***
BLEED (UNTRIMMED)
17-1/4" x 11-1/4"



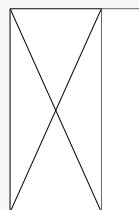
Full Page
\$1,900

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



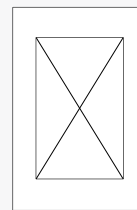
2/3 Page
\$1,390

Size:
NON-BLEED
4-1/2" x 10"
BLEED (UNTRIMMED)
5-1/8" x 11-1/4"



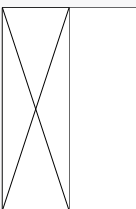
1/2 Page Island \$1,160

Size:
NON-BLEED
4-1/2" x 7-3/8"
BLEED (UNTRIMMED)
5-1/8" x 7-3/4"



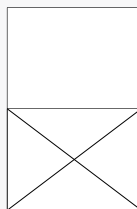
1/2 Page Vertical \$1,130

Size:
NON-BLEED
3-3/8" x 10"
BLEED (UNTRIMMED)
4" x 11-1/4"



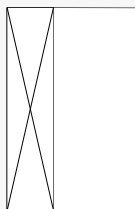
1/2 Page Horizontal \$1,130

Size:
NON-BLEED
7" x 4-7/8"
BLEED (UNTRIMMED)
5-1/8" x 7-3/4"



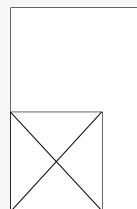
1/3 Page Vertical \$850

Size:
NON-BLEED
2-1/4" x 10"
BLEED (UNTRIMMED)
2-7/8" x 11-1/4"



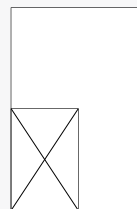
1/3 Page Square \$850

Size:
NON-BLEED
4-1/2" x 4-7/8"
BLEED (UNTRIMMED)
5-1/8" x 5-1/2"



1/4 Page \$700

Size:
NON-BLEED
3-3/8" x 4-7/8"
BLEED (UNTRIMMED)
not available



2026 DISPLAY ADVERTISING RATES

Cover II (Inside Front Cover): **\$2,100**
(reserved through 2026)

Cover III (Inside Back Cover): **\$2,050**
(reserved through 2026)

Cover IV (Back cover): **\$2,300**
(available)

Full page: **\$1,900**

ERA Chapter Full Page: **\$500**

Two-page spread: **\$3,500**

2/3 page: **\$1,390**

1/2 page island: **\$1,160**

1/2 page: **\$1,130**

1/3 page: **\$850**

1/4 page: **\$700**

DESCRIPTION

Two-page spread

Full page

Two-thirds page

One-half page island

One-half page vertical

One-half page horizontal

One-third page vertical

One-third page square

One-quarter page

NON-BLEED

15-1/4" x 10"***

7" x 10"

4-1/2" x 10"

4-1/2" x 7-3/8"

3-3/8" x 10"

7" x 4-7/8"

2-1/4" x 10"

4-1/2" x 4-7/8"

3-3/8" x 4-7/8"

BLEED (UNTRIMMED)*

17-1/4" x 11-1/4"

8-1/2" x 11-1/4"

5-1/8" x 11-1/4"

5-1/8" x 7-3/4"

4" x 11-1/4"

7-1/2" x 5-3/8"

2-7/8" x 11-1/4"

5-1/8" x 5-1/2"

not available

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

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.)

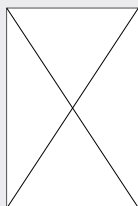
2026 CLASSIFIED ADVERTISING

Full Page

ERA Members
\$1,580

Non-members:
\$1,930

Size:
7x10

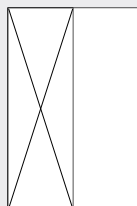


1/2 Page Vertical

ERA Members
\$795

Non-members:
\$990

Size:
3.375"x10"

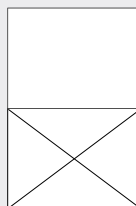


1/2 Page Horizontal

ERA Members
\$795

Non-members:
\$990

Size:
7" x 4.875"

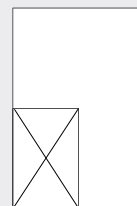


1/4 Page

ERA Members
\$415

Non-members:
\$520

Size:
3.375" x 4.875"



2026 CLASSIFIED ADVERTISING RATES

Full page: ERA Members: **\$1,580**

Non-members: **\$1,930**

1/2 page vertical: ERA Members: **\$795**

Non-members: **\$990**

1/2 page horizontal: ERA Members: **\$795**

Non-members: **\$990**

1/4 page: ERA Members: **\$415**

Non-members: **\$520**

ERA 2026 Media Kit

ERA's electronic newsletters are sent out twice per month via email to approximately 4,000 industry members. They routinely get 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). It contains manufacturing data reports, Budde Marketing point-of-sale data, industry news and ERA news.

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, 729 px wide by 90 px high.

ELECTRONICS EDGE E-BULLETIN

The Electronics Edge e-bulletin is issued quarterly and is viewable by ERA members only. It contains market information about the electronics components industry, survey results from ERA members and point-of-sale data and trends from the channel. This information is aimed to help readers plan their business and show their principals/distributors what's happening in the industry.

PRICING

Horizontal banner ad, hyperlinked, running for 2 issues.....	\$1,000
Horizontal banner ad, hyperlinked, running for the whole year (4 issues).....	\$1,700

SPECIFICATIONS

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

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

