

# About The Electric Times

The *Electric Times* is the only print and digital newspaper dedicated to Arizona's electrical, lighting and power industries. First published in 1993, *The Electric Times* is the premier communication tool for companies that want to reach Arizona's top electrical professionals and hands-on talent.

Published every month, *The Electric Times* provides information to contractors, distributors, manufacturers, manufacturers' representatives, facility managers, utilities and related industry professionals.

Thanks to Arizona's unique climate, the electrical industry here is dynamic year-round. Add to that Arizona's vigorous involvement in sustainable growth initiatives, and it's clear why *The Electric Times* is the ideal location for your advertising and information.

## THE ELECTRIC TIMES

SERVING THE ELECTRICAL INDUSTRY IN ARIZONA

Volume 31, Number 4 January 2024

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### IEC Arizona Chapter graduates 13 apprentices

**Alan M. Puzello**  
*Electric Times*

The International Electrical Contractors Association Chapter (IECAZ) held an apprentice graduation ceremony in late November, graduating 13 individuals from the four-year training program. The event was hosted by the IEC Arizona Chapter and the IEC Arizona Chapter at the PIMA Club in Tempe.

Covering operations on-site, the ceremony included three graduates of the IECAZ apprentice program — Chad Chantel, project manager for Falls Construction, IEC instructor and 2011 IECAZ graduate; James Smith, graduate of South Electric, 2011 IECAZ AZ vice president, and 2007 IECAZ graduate; and Josh Miller, director of human resources for Kameron Energy Group, 2011 IECAZ graduate, and IEC instructor, and 2008 IECAZ graduate.

The apprentice graduating class consisted of individuals from AME Electrical Contracting Inc., Canyon State Electric Co. Inc., Case Electric LLC, CPE Electric Inc., Haskins Electric Inc., ICI Electric, Inc.

*See "Graduates" page 4*



IECAZ apprentices at their graduation event in November.

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### CSE collects LEGO sets for children receiving inpatient care

**Phenak**, a Phoenix-based electrical contractor, collected 371 LEGO sets on Dec. 18 at Phoenix Children's as part of its annual LEGO Drive. The drive concluded by final year bringing in over double the amount of LEGO sets collected in 2022.

The LEGO Drive began in 2021 after the passing of Canyon State Electric founder, Mark Jones. He founded annual building with LEGO and annual honor assemblies, including a replica of the Great Wall building. The Canyon State Electric team says it lives its legacy with generosity, donating LEGO sets to children in need of hope each December.

"The LEGO Drive has always been our goal while giving children hope for the future," said CSE's Marketing Manager, Regina. "It is inspired every year by the way our CSE team and industry partners share our industry support and generosity."

*See "LEGO" page 4*



Over 300 LEGO sets were donated during this year's LEGO Drive.

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**Editor/Publisher: Paul Palmer**

# Readership and Distribution

*Electric Times* readers work in the commercial, industrial, residential, utility and non-building markets. Each month over 8,000 print copies are distributed through two primary channels:

- by mail to a controlled list of professionals and decision makers (40%);
- through a monitored network of service counters, showrooms and offices (60%).

In addition to this regular monthly distribution, *The Electric Times* maintains an active schedule of providing bonus distribution through the year at trade shows, distributor open houses, industry organization meetings, and continuing education classrooms.

There is no better way to reach Arizona's entire electrical industry, from technicians in the field to executives in the boardroom, than through *The Electric Times*.

## ***The Electric Times* Primary Readership**

Contractors	30%
Utilities and government agencies	15%
Distributors	12%
Manufacturers and manufacturers' reps	11%
Engineering, architecture and design firms	10%
Energy and power quality management	5%
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Owners or upper management	36%
Technical service personnel (Electricians, journeymen, technicians, etc.)	30%

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*Numbers do not equal 100% due to multiple answers by respondents.*

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# Editorial

Each monthly issue of *The Electric Times* presents information our readers *need* to know and *want* to know. Readers eagerly anticipate our monthly blend of exclusive reporting, features on local companies and personalities, national news and product information. Our readers talk about *The Electric Times* with their coworkers, and refer back to issues for information in the days and weeks following.

## ***The Electric Times* Editorial**

- **News** with local and national impact
- **Original features** on companies, people, and projects
- **Columns and opinions** by a variety of technical, financial, and marketing experts
- **Project Focus**, a monthly feature on an interesting Arizona construction project, and the contractors that are making it happen
- **Off the Clock**, an entertainment feature showcasing the hobbies, skills, and volunteer projects of local industry professionals
- **Nice Ride**, a photo feature for readers' commercial and collector vehicles
- **Company Profile**, a look into the focus and history of local businesses

Since 1993, *The Electric Times* has enjoyed the respect of readers and advertisers for its independence and commitment to the state's critically important electrical industry.

We invite the submission of story ideas, editorials, press releases, new product information and letters to the editor with special relevance to Arizona. Please keep in mind that each month's issue becomes available on Thursday after the first Tuesday of each month. Article reprints are available; call for information.

Contact Paul R. Palmer, editor, at 602-263-8519 at [editor@elaz.org](mailto:editor@elaz.org).

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# Advertising Benefits

As the only newspaper dedicated to Arizona's electrical, lighting and power industries, *The Electric Times* offers advertisers a unique combination of benefits. The reward for advertising in *The Electric Times* is real, bottom line, and measurable: Our readers respond. Discover the buying power of our readers.

## **Targeted, statewide distribution.**

With *The Electric Times'* focused print distribution, you won't waste another dollar of your budget on advertising in areas where your product or service isn't available.

## **Digital reach.**

Each issue of *The Electric Times* also appears at online.TheElectricTimes.com in an easy-to-navigate format that keeps readers engaged. Your print ads appear online with all websites and email addresses converted to live links at no extra charge.

## **Location, location, location.**

Arizona, Arizona, Arizona: If Arizona is important to your success, there's no better publication than *The Electric Times* to heat up your sales. Take advantage of our year-round selling season, and our influential position as a leading sunbelt state.

## **Affordable rates.**

You'll find our affordable rates truly a breath of fresh air. So take all the space you need — an ad campaign in *The Electric Times* will give you results at a fraction of the cost you might expect to pay elsewhere.

## **The home-team advantage.**

You'll benefit from our reputation. Since 1993, Arizona electrical professionals have called *The Electric Times* their own. Our readers respond to our advertisers because *The Electric Times* is their favorite industry newspaper. Your best prospects spend time with *The Electric Times* because they know the people, places, and projects that *The Electric Times* covers.

For more information call 602-263-8519 or email [adsales@elaz.org](mailto:adsales@elaz.org).



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# Production Requirements

**File format.** *The Electric Times* accepts advertising materials in industry standard electronic formats. We require files as high-quality PDFs. We also accept high-resolution TIF and JPG format.

We do not accept materials in Word, Publisher, Excel or PowerPoint formats. If ads are created in these programs, convert to PDF format before submitting. Please call the editor at 602-263-8519 for more information or help with preparing files to avoid pre-press charges.

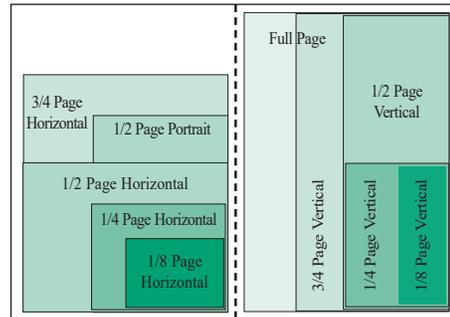
**Resolution.** The final ad file, as well as photos/artwork within the ad, should be 300 dpi minimum. Website graphics are not suitable for print media.

**Color.** Create full color ads as four-color (CMYK) files and save them in either PDF (all fonts embedded) or TIF format. Build black text and artwork from 100% black (K) values. Convert any Pantone colors to process before submission.

**Unacceptable ads.** The publisher reserves the right to refuse ads deemed in bad taste, inaccurate or otherwise inappropriate. "Advertorial" style ads may be labeled "advertisement" at the publisher's discretion and will be approved on an individual basis. Please call 602-263-8519 to discuss ad content.

## Display Ad Sizes

<b>Double Truck</b>	..... 21.5" x 15.5"
<b>Full Page</b>	..... 4 col. x 15.5"
<b>3/4 Page</b>	
Vertical	..... 3 col. x 15.5"
Horizontal	..... 4 col. x 11"
<b>1/2 Page</b>	
Vertical	..... 2 col. x 15.5"
Horizontal	..... 4 col. x 7.5"
Portrait	..... 3 col. x 10"
<b>1/4 Page</b>	
Vertical	..... 2 col. x 7.5"
Horizontal	..... 3 col. x 5"
<b>1/8 Page</b>	
Vertical	..... 1 col. x 7.5"
Horizontal	..... 2 col. x 4"



## Print Specifications

Page size:	11.375" x 17.125"
Live area:	10.25" x 16"
One column width:	2.437"
Two column width:	5.041"
Three column width:	7.646"
Four column width:	10.25"

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# Deadlines & Rates 2024

## Advertising Deadlines

Issue	Publication Date	Space RSVPs due	Ads due
January	1/4/24	12/20/23	12//22/23
February	2/8/24	1/25/24	2/1/24
March	3/7/24	2/22/24	2/29/24
April	4/4/24	3/21/24	3/28/24
May	5/9/24	4/25/24	5/2/24
June	6/6/24	5/23/24	5/30/24
July	7/4/24	6/20/24	6/27/24
August	8/8/24	7/25/24	8/1/24
September	9/5/24	8/22/24	8/29/24
October	10/3/24	9/19/24	9/26/24
November	11/7/24	10/24/24	10/31/24
December	12/5/24	11/21/24	11/28/24
January 2024	1/9/25	12/26/24	1/2/25

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*The Electric Times* publishes on Thursday after the first Tuesday of every month.

Deadlines to reserve space are usually the third Thursday of each month, with ads due the following Tuesday.

Please contact us if you have any questions about deadlines.

## Display Advertising Rates

Ad Size	Number of Issues				
	Open	2-4	5-8	9-11	12
Full Page	\$1885	\$1705	\$1608	\$1567	\$1440
3/4 Page	\$1437	\$1319	\$1259	\$1186	\$1111
1/2 Page	\$991	\$906	\$863	\$837	\$775
1/4 Page	\$597	\$529	\$502	\$486	\$452
1/8 Page	\$433	\$378	\$364	\$351	\$329
Back Cover*	NA	NA	NA	NA	\$2257
Double Truck	\$3661	\$3374	\$3284	\$3186	\$2837

\* includes color

Rates shown are per ad, black and white.

## Color – Display

Four-color process (full color) \$500/ad  
 Black plus one color \$200/ad  
 For double truck ads, add \$200 for each color category

## Color – Classified

Four-color process (full color) \$150/ad  
 Black plus one color \$75/ad

## Classified Advertising Rates

Ad Size	Number of Issues			
	1	2	3-11	12
1" min.; .25" increments	\$35.00 pci	\$31.50 pci	\$28.00 pci	\$26.25 pci

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