

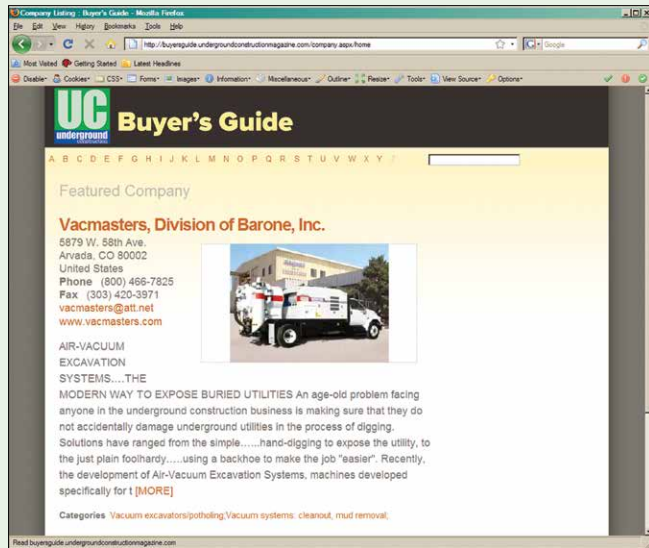
Underground Construction (UC) publishes a **Buyer's Guide** that is a valuable marketplace resource identifying key suppliers of products, equipment and services from every discipline of the underground utility infrastructure construction and rehabilitation industry

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Published in August

- The *UC* Buyer's Guide lists almost 1,400 companies, and 500 product/ service categories
- The *UC* Buyer's Guide offers valuable advertising opportunities:
 - Various listing options – **online & print**
 - Enhanced & Premium listings provide additional emphasis and allow for relay of more information

ONLINE

- The *UC* Buyer's Guide is maintained real-time, on a self-service basis, by listing companies
- Search capability allows potential buyers to identify your company by:
 - company name
 - product / service category
 - key word search
- Potential buyers may also view videos and read in-depth profiles for Enhanced and Premium Listing companies
- *UC* Buyer's Guide is accessed directly at buyersguide.undergroundconstruction.com, or via the *UC* website www.ucononline.com



Buyer's Guide Listing Options	Basic Listing	Enhanced Listing	Premium Listing
Company Name	●	●	●
Address	●	●	●
Phone	●	●	●
eMail	●	●	●
URL	●	●	●
# Categories Included	5	Unlimited	Unlimited
Placement	Alphabetical	Top of page - above Standard Listings	Top of page - above Enhanced Listings
Font Size	Standard	Medium	Large - Bold
Add logo, image, or banner ad		●	●
Add Flash Video			●
Additional text description (up to 600 words)			●
Cost	FREE	\$500/year	\$1,000/year

Categories: Basic Listings may purchase additional categories at \$50 ea. Current *UC* Advertisers receive unlimited Categories.
 Images, logos, banner ads: Appear in every instance of listing.
 Flash Video: Up to 3 minutes. Appears in every instance of listing.

Online Ad Specifications (Premium/Enhanced Listings)		
Banner Ads:	Static .gif, .png, or .jpg file format only 468 px. X 60 px @ 72 dpi.	
Flash Video:	FLV format only 10 mb max. file size	
Deadlines:	New listings / updates	July 22, 2017
	Insertion orders	July 16, 2017
	Ad materials	July 22, 2017
Email ad materials to kpermenter@oildom.com		

PRINT

On an annual basis, in the August issue, *UC* also publishes a printed Buyer's Guide section, of the print version of the magazine

- Print excerpt of the online Buyer's Guide listings: by Company; by Product/Service Category
- Due to size constraints, the print edition is a subset of the online version, listing only those companies who are current advertisers in *UC*
- Circulation of over 40,000 underground utility infrastructure construction and rehabilitation industry readers



Access And Edit Your Listing

View your current listing...
buyersguide.undergroundconstruction.com

Create a new listing...
buyersguide.undergroundconstruction.com/account.aspx/signup

Edit, update, or upgrade your listing...
buyersguide.undergroundconstruction.com/account.aspx/signup

Contact your Sales Representative or UCinfo@oildom.com to discuss options, and place your order.