

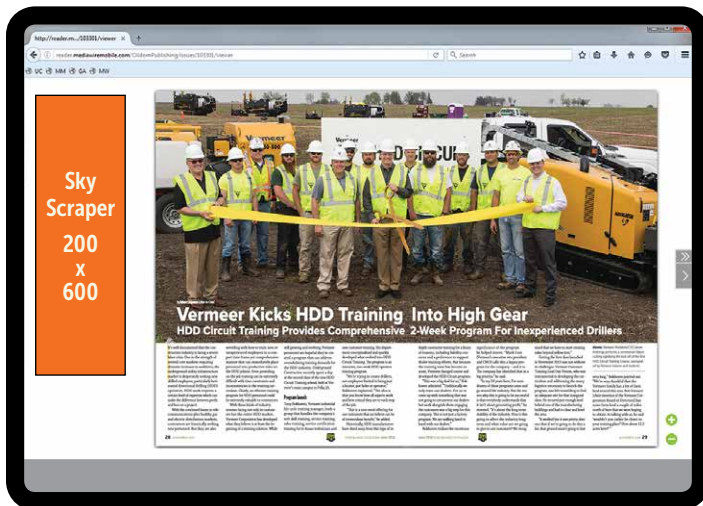
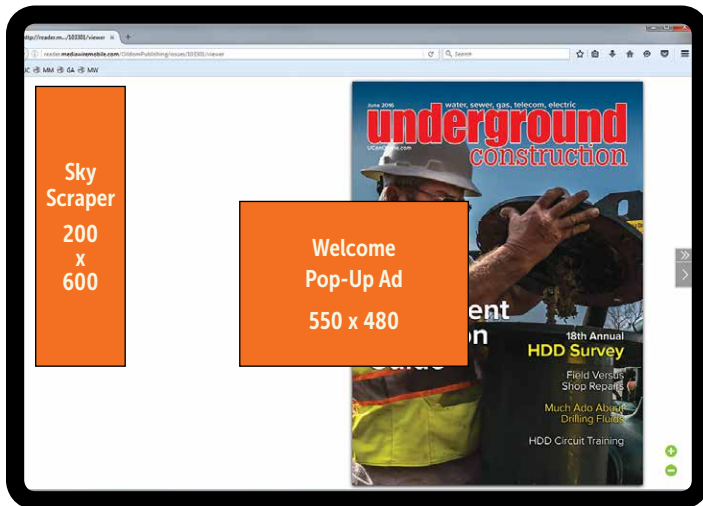
The **UC Magazine Digital Edition** is an exact replica of the print version, in an easy-to-read digital flip-book format

- An effective method to augment and support your overall advertising strategy
- *Underground Construction (UC)* magazine is a monthly publication, available in both print and digital versions
- All advertising contained in the print version appears exactly as is in the digital version
- Print edition advertisers receive additional benefit of hyperlink from their ad to their website
- A limited number of incremental advertising opportunities are available in the *UC Magazine Digital Edition* as subscribers access and read the magazine online

Benefits And Advantages

- Leverage *UC*'s recognized, trusted brand
- 40,000+ validated circulation; engaged readers
- Underground utility infrastructure construction and rehabilitation industry decision makers
- Expanded readership includes digital edition subscribers
- Hyperlink to your website
- Digital editions are archived and available to subscribers indefinitely
- In addition to, or as an alternative to advertising in the magazine print edition or other *UC* brand platforms

Accessible – anytime, anywhere!



UC Magazine Digital Edition Advertising Options

Welcome Pop-Up Ad	ad appears each time magazine is launched
	reader must close ad to access magazine
	one (1) ad placement available
Skyscraper Ad	ad appears in margin each time magazine is launched
	ad remains visible while magazine is read
	two (2) ad placements available
Video Ad	ad video to complement your print ad
	video link appears on page with your print ad
Features:	ad duration: one (1) month increments
	4 color high resolution production
	hyperlink to your website
	imbedded video content

Rates	1 Month	6 Months	12 Months
Welcome Pop-Up Ad	4,000	3,500	3,000
Skyscraper Ad	4,000	3,500	3,000
Video (complement existing print ad)	300	275	250

UC Digital Magazine Online Advertising Specifications

Welcome Pop-Up Ad:	Max. Size: 550 X 480 px
	.gif, .png, or .jpg file format only
Skyscraper Ad:	Max. Size: 200 X 600 px
	.gif, .png, or .jpg file format only
Video (complement existing print ad):	Video placed on the digital magazine page where your print ad exists
	Requires an existing ad in the print edition of the magazine
	We embed video hosted by you, on one of the following sites:
	- YouTube: supply us the Video ID - Vimeo: supply us the Video ID - Vidyard: supply us the Video Player ID; or Sharing Page URL - Wistia: supply us the Video ID string

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