

Media experts and *Underground Construction (UC)* advocate an integrated media portfolio approach for your advertising / brand building / sales strategy, leveraging a variety of media platforms

- Research supports that brand recognition, positioning and promotion is maximized when multiple media platforms and vehicles (print and digital) are leveraged on a coordinated, portfolio basis
- Since your customers and prospects choose where and how they want to receive information, marketers today must be prepared to deliver their messaging using the variety of media that the decision maker has chosen to receive their industry news and information
- By design, *UC* is much more than just a magazine – *UC* is a media publication group consisting of a coordinated set of media platforms offering industry participants a portal to access information and services pertinent to the pipeline industry worldwide
- Available options for *UC* brand advertising include:



UC Advertising Options		
UC Brand Platforms	UC Social Media Platforms	UC Additional Advertising Vehicles
Magazine – print edition	Facebook	Product Showcase
Magazine – digital edition	LinkedIn	Capabilities Guide
Website ucononline.com	Twitter	Webinar (Custom)
Buyer's Guide	YouTube	Whitepaper (Custom)
eNews	Google+	eMail (Custom)
Social Media		Sponsored Content (Custom)
Events		Magazine Supplement (Custom)

Each advertiser's needs should be addressed with a customized portfolio, selecting from among various platforms and vehicles.

UC Media Planner

- This Media Planner provides details about the various platforms and vehicles offered
- *UC* offers a wide range of options to suit every budget - from several hundred dollars per month, to comprehensive multi-platform portfolios

UC Advertising

- We encourage you to engage your *UC* Sales Representative who would be pleased to work with you to understand your objectives and requirements and to respond with a customized Integrated Media Advertising Portfolio proposal.
- Alternatively contact UCinfo@oildom.com

