



Compliment your print and media portfolio with social media advertising

UC Social Media

- A vital element of the *Underground Construction (UC)* brand is the **UC Social Media** platform portfolio
- The *UC* Social Media platform portfolio consists of five (5) dedicated social media platforms:
 - Facebook
 - Twitter
 - LinkedIn
 - YouTube
 - Google+
- *UC's* social media platforms provide stakeholders the flexibility to access, consume, participate and share resources offered by the *UC* brand, on their platform of choice
- Since launched in the past two years, *UC* social media platforms have enjoyed steady growth in communities – there are now thousands of individuals following and interacting with these platforms

UC Social Media Advertising

- *UC* Social Media Advertising offers a unique approach to reaching pipeline and underground utility infrastructure construction and rehabilitation industry stakeholders – serving as a good complement to magazine print advertising, as part of an overall promotional strategy
- A limited number of advertisement opportunities are available on *UC* social media platforms, in various formats and price points

This is your opportunity to promote your products or services in an efficient, cost-effective manner

UC Social Media Advertising - Options

Sponsored Content	Facebook, LinkedIn, Google+
Sponsored Video	YouTube
Sponsored Tweets	Twitter
Promoted Tweets - via <i>UC</i>	Twitter

7 out of 10
users are likely to **BUY** from businesses they follow on twitter
P&GJ has over 19,000 followers!

47%
of Americans using social media say facebook has the **GREATEST IMPACT** on purchase behavior



80%
of leads generated through social media come from **LinkedIn**

78%
of people using social media **OUTSELL** their peers who are not using social media



Pricing

Price is dependent upon options and features elected, parameters, and sizing. Contact your Sales Representative or UCinfo@oildom.com to discuss options, and obtain a quote.