

Unique alternatives to traditional advertisements

100% focus on your brand, products and services

- An innovative way to support your overall advertising strategy
- Facilitates extensive content supporting in depth promotion of product/service features and benefits – consider a mix of editorial and advertisement
- Incorporate extensive use of images, diagrams, call-outs, case studies, etc.
- Follow-on use for your own marketing purposes



Benefits and advantages

- Leverage UC recognized, trusted brand
- 40,000+ validated circulation; engaged readers
- Underground utility infrastructure construction and rehabilitation industry decision makers
- Supporting promotion available on various UC brand platforms (website; eMail; eNewsletter; social media) to maximize exposure
- Additional readership via UC magazine digital issue and archived back issues
- UC expertise available in design and production



How it works

- 2 alternative production methods available:
 - turn-key - customer provides raw content elements - UC writes, designs, prints, and distributes
 - customer produces and provides UC with finished product
- Once production is complete, supplement is bound in, or poly-bagged with, the magazine

Features

- Flexible size of Supplement– 2 to 20 pages, or more
- 4 color high resolution production
- Available for inclusion in any monthly issue of the magazine
- Geographic, industry and demographic segmentation services available
- Initial print overruns, and reprints, available for customer's own marketing purposes

Pricing

Pricing is dependent upon option and features selected, parameters, and sizing. Contact your Sales Representative or UCinfo@oildom.com to discuss options, and obtain a quotation.

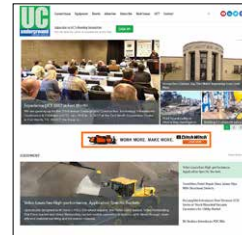
More content, less advertisement

- An innovative, effective way to support and augment your overall promotional strategy
- Well received by readers looking to learn and understand issues, with a case study context
- Facilitates extensive content supporting in depth promotion of product/service features and benefits
- Allows for extensive use of images, diagrams, call-outs, case studies, etc.
- Follow-on use for customer's own marketing purposes

Available Vehicles

Ucononline.com

Dedicated sections of the UC Website home page are available to promote sponsored content



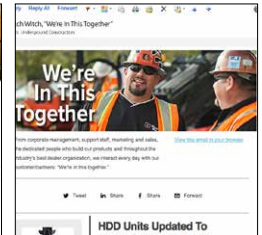
UC eNews

Sponsor spotlight comprising of 70 words with picture and link to your website



UC eMail Campaign

Available in customized eMail campaigns and eNewsletters



UC Social Media Advertising

Available on various UC Social Media platforms



Underground Construction

Available in any monthly issue of UC print magazine



UC Magazine Supplement

See more information about supplements on left

Benefits and advantages

- Leverage UC's recognized, trusted brand
- 40,000+ validated circulation
- Engaged readers
- Underground utility infrastructure construction and rehabilitation industry decision makers
- Supporting promotion on various UC brand platforms (website; eMail; eNewsletter; social media) to maximize exposure
- UC expertise in design and production of publication
- Additional readership via digital issue and archived back issues

Features

- Flexible amount of content – ranging from single paragraphs to multiple pages, or more
- Include multiple logos, images, diagrams, pictures, call-outs, animation, video, etc.
- 4 color high resolution production
- UC can provide assistance with, or turn-key design, formatting and production
- Initial print overruns and reprints available for customer's own marketing purposes

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