

whitpapers

underground
construction

A proven means of engaging prospects while introducing brands and products/services, in a less commercial format

- An effective method to support and augment your overall promotion strategy
- White-papers establish thought leadership
- Well-written whitepapers utilize specific applications or case studies offering practical reality that is well received
- Many companies attempt to promote whitepapers themselves, usually with limited success
- *Underground Construction (UC) Whitepaper Promotion* is a better alternative

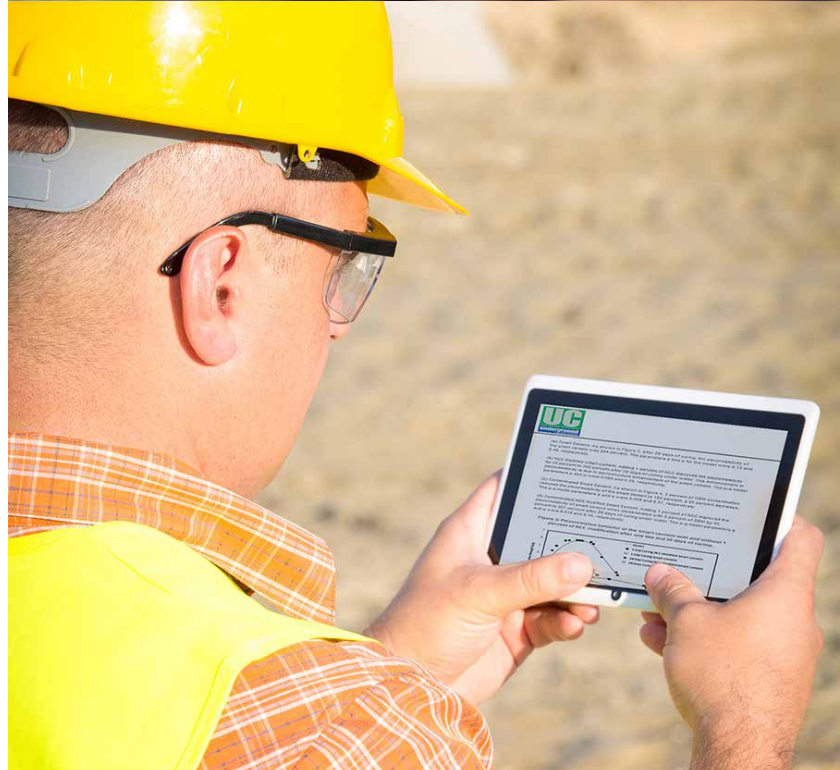
Segment
40,000+
UC Subscribers To Target
A Specific Audience

Benefits & Advantages - UC Whitepaper Promotion

- Leverage UC recognized, trusted brand
- 40,000+ available qualified contacts
- Available contact list segmentation (industry; role)
- Promotion on various UC brand platforms (magazine, website; eNews; social media)
- eMail marketing system
- Post-campaign metrics reporting

How it works - UC Whitepaper Promotion

- Customer provides whitepaper content, including supporting images/diagrams
- Customer selects contact list size (up to tens of thousands)
- Customer selects contact list segments to match desired audience
- UC creates promotional advertisements for various platforms elected
- UC creates promotional eMail document (HTML)
- UC assembles qualified mailing list
- UC creates dedicated landing page on www.ucononline.com to house whitepapers
- Promotions and whitepapers are hosted on various platforms elected for selected duration
- Post campaign metrics reporting
- Archived indefinitely – registration required to access on-demand



Promoting Whitepapers with UC is easy and effective

- generate leads
- stand out from the crowd
- engage customers



Pricing

Price is dependent upon options and features elected, parameters, and sizing. UC Whitepaper Promotion pricing starts at \$2,500. Contact your Sales Representative or UCinfo@oildom.com to discuss options, and obtain a quotation.