

## UC eNewsletters are a vital element of the Underground Construction (UC) brand

UC eNews are periodic eMail blasts that containing breaking news about the underground utility infrastructure construction and rehabilitation industry, delivered to your inbox in between monthly issues of *Underground Construction* magazine

Open Rate **13.5%** | Click-Through Rate **1.3%**

Total Subscribers **35,774**

Mail Chimp report metrics - March thru June 2016

UC eNews is sent whenever there is significant breaking news, typically on a weekly basis, but no less than two (2) times per month

### Distribution - sent to:

- Approximately 35,000 UC eNews subscribers
- Includes most of the 40,000+ audited subscribers of UC

### Advertising Opportunities

- UC eNews offers a very limited number of advertisements and sponsored content
- Available as static, animated, or video
- Includes hyperlink to your website

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

### Rates:

UC eNEWS ADVERTISING OPTIONS	1 X	6 X	12 X
Banner	5,000	4,650	4,100
Medium Rectangle	4,400	4,050	3,500
Button	2,850	2,100	1,650
Sponsored Video Frame	4,400	4,050	3,500
Text	3,850	2,750	2,150

### UC eNEWS ADVERTISING SPECIFICATIONS

Ad Type	Placement	Size	Acceptable Files	Notes
Banner	top of page	550w x 70h	.jpg, .gif, .png	
Medium Rectangle	middle of page	300w x 250h	.jpg, .gif, .png	
Button	side bar	125w x 125h	.jpg, .gif, .png	
Sponsored Video Frame	middle of page	300w x 250h	video url or iframe	<ul style="list-style-type: none"> <li>- Video imbedded in the newsletter</li> <li>- Advertiser to supply imbedded code</li> <li>- May use logo branded frame</li> <li>- Hosted on your site or UC YouTube</li> <li>- Video links back to where it resides</li> <li>- No fee to upload/store videos</li> </ul>
Text	run of site	125w x 125h for icon	MS Word	<ul style="list-style-type: none"> <li>- Short advertorial - up to 50 words</li> <li>- Optional picture/image</li> <li>- Hyperlink to your website</li> </ul>

Standard Specifications: RGB 72 dpi

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



Banner 550w x 70h



Button  
125w x 125h



### Editor's Log: Making Triumph Out Of Tragedy

For a surprisingly large number of contractors and manufacturers in the infrastructure markets, the first half of 2016 has seen a tepid advance, even with favorable economic winds at their backs. Must be an election year. [READ MORE...](#)

Medium Rectangle  
300w x 250h

Text  
50 word advertorial with picture

Video Frame  
300w x 250h

**Building A Culture of Safety**  
2nd In A Series

**Safety Drones For Infrastructure Inspections**

**Washington Watch**  
New Methane Emission Limits Troublesome

Many sewer interconnection projects could be classified "routine" because they are straightforward with few complications. Yet, no two projects are alike, and most have challenges that must be addressed. In some cases, problems may seem impossible to overcome. [READ MORE...](#)

