

On an annual basis, in the October issue, *Underground Construction (UC)* publishes a special Capabilities Guide.

This special section is a marketplace to promote the capabilities of key suppliers of products and services from every discipline of the underground utility infrastructure construction and rehabilitation industry

- Purchase an advertisement in this section - receive **FREE** matching space that may be used for advertorial or other promotion
- A rare opportunity to go beyond a traditional advertisement to expand your message to explain technical features and benefits, as well as case studies for illustration
- Circulation of over 40,000 underground utility infrastructure construction and

rehabilitation industry readers, consisting of decision makers, buyers and influencers

- Capabilities Guide advertisements appear in *UC* print and digital editions
- This is a unique opportunity to promote your products or services in an efficient, cost-effective manner

**10**  
**Published in October**

This space **FREE!**

1/2 page Horizontal ad

## Purchase Ad – receive **FREE** matching editorial space!

Half Horizontal

This space **FREE!**

1/2 page Island ad

1/2 page Vertical ad

This space **FREE!**

Half Island

Half Vertical

This space **FREE!**

Full page ad

Full page



### PRINT AD RATES

	1 X	3X	6X	12X	18X	24X
<b>4 Color</b>						
1 Page	7,995	7,780	7,515	7,300	7,115	6,985
1/2 Island	5,740	5,680	5,335	5,230	5,045	4,995
1/2 Page	5,330	5,255	5,125	4,955	4,870	4,770
<b>B &amp; W</b>						
1 Page	7,390	7,125	6,880	6,700	6,400	6,240
1/2 Island	4,755	4,535	4,295	4,160	4,060	3,920
1/2 Page	4,230	4,135	3,970	3,860	3,770	3,735

Premiums apply for PMS color match, metallic color and 2 color B & W

PRINT AD SPECIFICATIONS	Inches		Millimeters	
	Width	Depth	Width	Depth
<b>Publication trim size</b>	<b>7 3/4</b>	<b>10 3/4</b>	<b>197</b>	<b>273</b>
Publication trim size - live area	1/4" (6.35mm) in from trim			
Bleed ads	1/8" (3.175mm) larger on all sides			

### Ad Sizes

		Inches	Inches	Millimeters	Millimeters
		Width	Depth	Width	Depth
2 page - spread	bleed	15 3/4	11	400	280
2 page - spread	live area	14 1/2	10	381	260
1 page	bleed	8	11	203	280
1 page	live area	7	10	184	260
2/3 page - vertical		4 9/16	10	116	254
1/2 page - spread	bleed	15 3/4	5 5/6	406	142
1/2 page - spread	live area	14 1/2	4 7/8	394	124
1/2 page - horizontal		7	4 7/8	178	124
1/2 page - vertical		3 3/8	10	86	254
1/2 page - island		4 9/16	7 1/2	116	191

### Material Specifications

#### Word Counts

- Full page of editorial copy equals approx. 900 words (Half page = 425)
- Allow estimated 65 words per one column wide photo (more for larger)
- Copy must be edited and adjusted to accommodate artwork with submission

#### Editorial Guidelines

- Negative comparisons or comments about competitors **are not** permitted
- *UC* reserves the right to edit any non-conforming copy

#### Materials

- Text - supply text as a Word doc
- Photos/logo - 300dpi .TIFF, .EPS, or .JPG

### Material Deadline

**17th of September** (NOTE: This is earlier than general material deadline to allow time for designing and proofing.) Send materials to Elizabeth Fitzpatrick, [efitzpatrick@oildom.com](mailto:efitzpatrick@oildom.com)

Contact your Sales Representative or [ucinfo@oildom.com](mailto:ucinfo@oildom.com) to discuss options, and place your order.