

www.ucononline.com

Website Advertising is a good method to support and augment magazine print advertising as part of an overall promotional strategy

- A vital element of the *Underground Construction (UC)* brand is the UC website www.ucononline.com
- ucononline.com is a portal for stakeholders to access key information about the underground utility infrastructure construction and rehabilitation industry, including: news, insight, analysis, project listings, special reports, Buyer's Guide, links to industry resources, events, employment
- Almost 50,000 industry stakeholders regularly access ucononline.com, including many of UC's 40,000 magazine subscribers
- A limited number of advertisement and sponsored content opportunities are available on ucononline.com, in a variety of formats and price points
- Advertising on ucononline.com offers significant benefits, including hyperlink to your website and response metric tracking

Monthly Unique Visitors
7,284
Impressions
29,041

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

Rates:

UC Ad Spaces - Run of site	1 Month	6 Months	12 months
Drop Down Ad Expands on mouse rollover	2,500	2,000	800
Leaderboard Ad Animated ad runs 3 times, then remains static	1,200	850	675
Medium Rectangle Ad Animated ad runs 3 times then remains static	1,000	675	600
Button Ad - Remains static	750	425	350

Files accepted: .jpg, .gif, .png (for ad tracking, provide 3rd party creative with ClickTag)

UC Sponsor Spaces - Home page only	Rate	Days in cycle
Sponsor Content 1) 2) 900 word story with picture	1,200	12
Equipment Sponsor 1) 2) 900 word story with picture	400	4
Sponsor Video 1) YouTube or Vimeo video Remains in home page carousel for 4 days	500	4
Social Media Highlight Picture with short caption and link Appears on UC Twitter and Facebook Remains on website feed for 1 day	300	1
RSS Feed - Provide your RSS feed	500	30
Equipment Spotlight 1) 2) 200 word equipment story with picture	300	7

- All sponsor stories and videos remain on the UC website as a searchable story/video
- The Sponsor Content, Equipment Sponsor and Equipment Spotlight are hybrid advertisements and therefore have limited tracking. We can track clicks.

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

The screenshot displays the UC website homepage with several advertising spots highlighted in yellow circles:

- Drop Down:** 1260w x 60h (collapsed), 1260w x 300h (expanded), 50% exposure.
- Sponsor Content:** Located in the main content area.
- Equipment Sponsor:** Located in the EQUIPMENT section.
- Medium Rectangle:** 300w x 250h, 50% exposure.
- Video Sponsor:** Located in the UC TV section.
- Social Media Highlight:** Located in the social media section.
- Equipment Spotlight:** Located in the EQUIPMENT SPOTLIGHT section.
- Leaderboard:** 728w x 90h, 25% exposure.
- RSS Feed:** Located in the AROUND THE WEB section.
- Button:** 125w x 125h, 25% exposure.