



utilitycontractoronline.com



42,025*
Total Audience Reach

2018 Media Kit

The official publication
of the National
Utility Contractors
Association



*Publisher's Own Data

Editors Message



Utility Contractor is the official magazine of the National Utility Contractors Association (NUCA), the largest trade association working solely for the excavation and underground utility construction industry. In serving the association members, *Utility Contractor* covers

the issues and trends related to contractors, suppliers and manufacturers involved in water, sewer, gas, electric, telecommunications, site work and other segments of the industry across the United States.

Importantly, each issue promotes safe working practices and recaps the happenings on Capitol Hill that affect utility construction professionals. Member company news, jobsite stories, and updates on technology and equipment innovations also fill the pages of *Utility Contractor*. If it is important to the contractor, we have it covered.

Utility Contractor reaches beyond the bounds of the print magazine and engages its audience through the website and social media, as well as through webinars and e-newsletters. In the office or in the field, on your computer or on your hand-held, we have you covered.

Utility Contractor is involved with NUCA and engages its members at events across the country. We have been partnered with NUCA for more than a decade and look forward to working with NUCA members who build America in 2018 and beyond!

Jim Rush | Editor



BENJAMIN
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Utility
CONTRACTOR

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Editorial

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Audience

Average Monthly Audience Reach: 42,025*



Utility Contractor is the official publication of the National Utility Contractors Association (NUCA) - the leading trade association working solely for the utility construction and excavation industry in the United States.

Founded in 1964, NUCA is the driving force for improving conditions in the utility construction and excavation industry, for both open-cut and trenchless contractors.



www.nuca.com



Magazine:

10,251 Circulation - Print & Digital*



Website:

4,185 Avg. Users/Month
11,851 Avg. Page Impressions/Month



Enewsletter:

3,128 Average Distribution



Webinars:

145 Average Registrants*



Twitter:

2,352 Followers @UtilContractor*

*Publisher's Own Data

NUCA Leadership

Chairwoman

Kara Habrock, LG Roloff Construction (NE)

Chairman-Elect

Mark Fuglevand, KBA Inc. (WA)

Vice Chairman

Dan Buckley, Anchor Construction Corporation (DC)

Treasurer

Fred Chesney, Centerline Utilities, Inc (FL)

Secretary

Kevin Cripps, Gen3 Energy Services, LLC (NC)

Immediate Past Chairman

Jeff Rumer, Underground Infrastructure Technologies (CO)

Assistant Secretary & CEO

Bill Hillman, NUCA (VA)



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Advertising

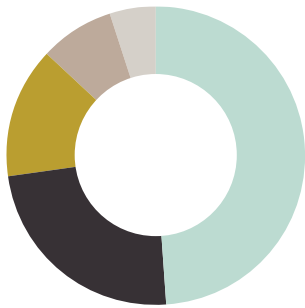
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Audience



Primary Business

- 49% - Contractors
- 24% - Municipal Utilities (Public and Private)
- 14% - Manufacturers/Suppliers
- 8% - Engineering
- 5% - Others



Audit Title

- 44% - Owners, Presidents CEOs, Vice Presidents, Board Chairman, Treasurers, Secretaries
- 36% - Superintendents, Project Managers, Foremen, Supervisors, Engineers, Estimators, and Others
- 20% - General Managers, Managers, Directors

Utility Contractor subscribers are involved in:*

68%	Excavation
63%	Sewer/Water Construction
52%	Site Work
45%	General Construction
37%	Trenchless Installation
35%	Road/Highway/Bridge Construction
23%	Trenchless Rehabilitation
23%	Phone/Cable Installation
23%	Treatment Plant Construction
21%	Gas Distribution

Utility Contractor subscribers work for companies that will spend the following on equipment and services in the next 12 months:*

40%	Under \$100,000
21%	\$100,001 - \$250,000
13%	\$250,001 - \$500,000
10%	\$500,000 - \$1,000,000
16%	More than \$1,000,000

Utility Contractor subscribers work for companies with an annual construction contract/sales volume of:*

24%	Under \$500,000
15%	\$500,000 - \$1,000,000
30%	\$1,000,000 - \$10,000,000
12%	\$10,000,000 - \$25,000,000
19%	More than \$25,000,000

*Publisher's Own Data

Editorial Calendar

Editorial departments in every issue:

Safety Management – A successful safety program is a critical element in protecting a company's most important investment – employees!

Inside Washington – NUCA is at the forefront of legislation when it comes to the utility construction industry and Inside Washington will recap the political issues and trends that are impacting the utility construction market.

Top Jobs – NUCA members do great work. Here, we profile

some of the members "Top Jobs" over the course of the year.

NUCA Committee Updates – Hear from your peers! From Contract Documents & Specs to Education, committee updates will keep readers informed about what NUCA is doing for them!

Meet NUCA – Each issue we will meet a prominent NUCA member

Issue	January/February	March/April	May/June
Mail Date	January 12	March 9	May 11
Insertions	December 1	February 1	April 1
Materials	December 15	February 15	April 15
Topics	<ul style="list-style-type: none"> ▪ <i>NUCA Legislative Overview</i> ▪ <i>NUCA Convention 2018 Preview</i> ▪ <i>UC Business: Equipment Financing and Rental</i> ▪ <i>Utility Locating</i> 	<ul style="list-style-type: none"> ▪ <i>NUCA 2018-2019 Chairperson</i> ▪ <i>UC Business: Fleet Management and Software</i> ▪ <i>Excavators</i> ▪ <i>Horizontal Directional Drilling</i> 	<ul style="list-style-type: none"> ▪ <i>NUCA Ditchdigger of the Year</i> ▪ <i>NUCA Associate of the Year</i> ▪ <i>NUCA Convention Recap</i> ▪ <i>UC Business: Risk Management (Insurance / Bonding)</i> ▪ <i>Auger Boring & Tunneling</i> ▪ <i>Trench Shoring and Shielding</i>
Bonus Distribution	NUCA Convention 2018, March 6-9, San Antonio CGA Excavation & Safety Conference & Expo, March 6-8, Phoenix, AZ	NASTT's No-Dig Show, March 25-29, Palm Springs	NUCA Washington Summit, May 24-28, Washington, D.C.

Issue	July/August	September/October	November/December
Mail Date	July 13	September 14	November 9
Insertions	June 1	August 1	October 1
Materials	June 15	August 15	October 15
Topics	<ul style="list-style-type: none"> ▪ <i>NUCA Washington Summit Recap</i> ▪ <i>UC Business: Employee Training</i> ▪ <i>Dozers</i> ▪ <i>Grade Control Systems</i> 	<ul style="list-style-type: none"> ▪ <i>NUCA: Strategic Plan</i> ▪ <i>UC Business: Workforce Development (Roundtable)</i> ▪ <i>Wheel Loaders</i> ▪ <i>Trenchers</i> ▪ <i>Vacuum Trucks / Systems</i> 	<ul style="list-style-type: none"> ▪ <i>NUCA Chapter Focus</i> ▪ <i>UC Business: Economic Outlook</i> ▪ <i>2018 Product Innovations</i> ▪ <i>Backhoe Loaders</i> <p>SPECIAL ISSUE: 2018/2019 Buyer's Guide</p>
Bonus Distribution			

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Website

utilitycontractoronline.com

Average monthly users

4,185

Average monthly page impressions

11,851

Branded Background Skins

Appears on the left and right side of the website page.



Leaderboard Banner

Large Leaderboard Banner

Standard Banner

Skyscraper Banner

Welcome Banner

Banner appears when page opens



TIP!

The Welcome Banner has the highest clickthrough rate (CTR)!

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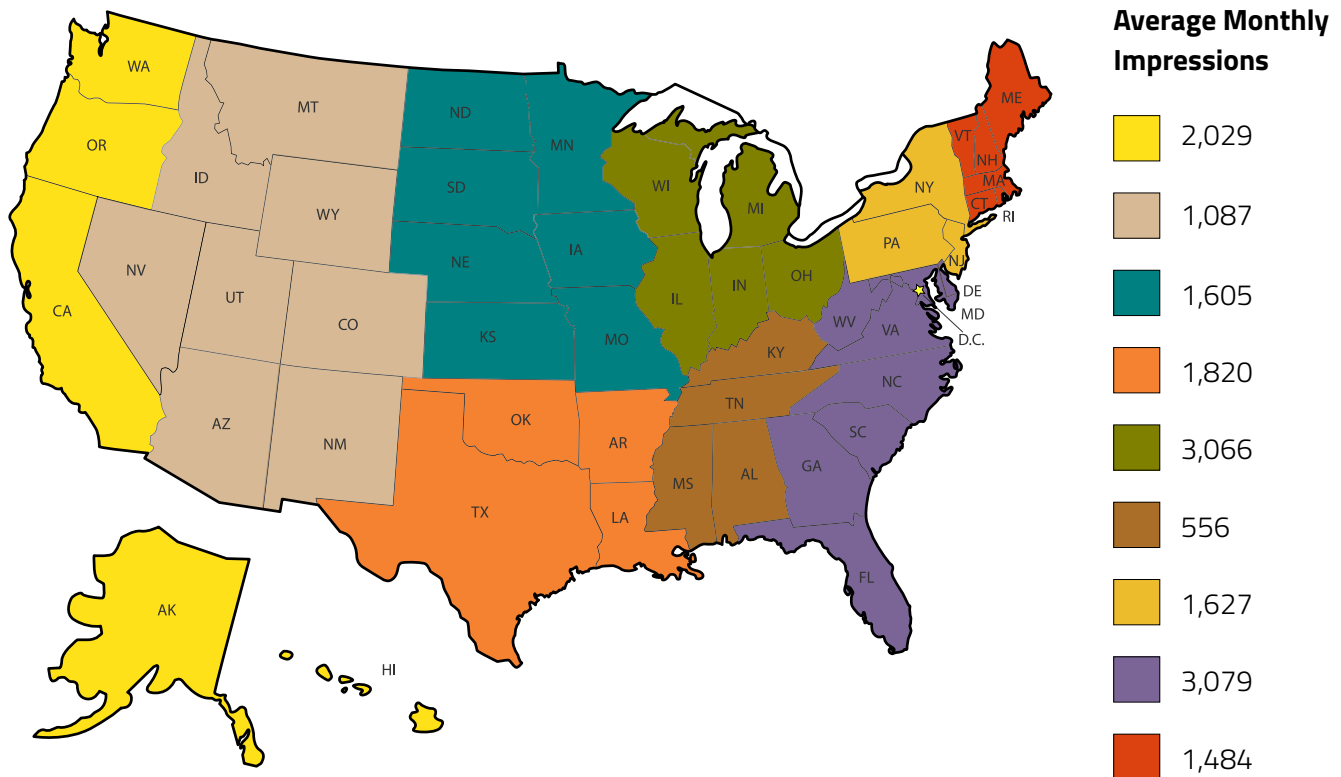
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Utility Contractor Geo-Targeted Banner Advertising

Use *Utility Contractor's* reputable national brand to reach new customers in your region! Geo-targeted banner ads ensure utilitycontractoronline.com site visitors from specific states are seeing your ad.

Geo-Targeted Banner Ad Regions



Geo-Targeted Banner Advertising

CPM Net Rates

Standard Rectangle Banner (300x250)	\$70
Skyscraper Banner (300x600)	\$100
Leaderboard Banner (728x90)	\$105
Large Leaderboard Banner (970x90)	\$120
Welcome Banner	\$250

Note: Minimum purchase 5,000 impressions

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E-Newsletter


Distribution

3,128

Utility Contractor E-Newsletter

Distributed every Monday

Multiple advertisers per issue




Utility CONTRACTOR

Raising Skin Cancer Awareness In The Construction Industry

If you work in construction, chances are you spend a lot of time outside. And if you are doing so without sun protection, melanoma cancer can be a very real consequence of spending all those hours and days under the blazing and dangerous sun. Let me tell you... from someone who knows firsthand -- melanoma cancer is something you want to avoid at all costs.

[Read More](#)

Your Banner Ad Here




Trinity Shoring Products Acquires Efficiency Production Inc.

On July 14, 2017, Trinity Shoring Products Inc., through its subsidiary, acquired all outstanding assets of Efficiency Production Inc. Trinity will continue to operate the 46-year-old trench shoring and shoring manufacturer under their original name, Efficiency Production.

[Read More](#)

Your Banner Ad Here




Editor At Large: Taking The Wheel At Dozer Day

Mud and construction. The term often begins as soon as the tires are just tall enough to peel out the car windshield and is mighty accurate along the highway. The machine is so big, dirty and loud -- just as a youngster's idea.

[Read More](#)

Equipment Spotlight E-newsletter

Distributed 1X per month




Utility CONTRACTOR

Your Banner Ad Here

Holman Surges Utility Vehicle Supports Seaside Fire and Rescue


The City of Seaside Oregon has been under a lot of pressure to get their fire and rescue department up to speed. Holman's utility vehicle was the perfect fit for the job. The vehicle is a 4x4 utility vehicle with a 1000-watt generator and a 1000-watt battery. It's a great fit for the job. The vehicle is a 4x4 utility vehicle with a 1000-watt generator and a 1000-watt battery. It's a great fit for the job.

Your Banner Ad Here



People Demand Multi-River Utility Vehicles Can Haul More People and Do Heavily as Much Work

Multi-River utility vehicles are designed to haul more people and do more work. They are designed to haul more people and do more work. They are designed to haul more people and do more work. They are designed to haul more people and do more work.



Prineth Announces New Dealer for Louisiana

Prineth has announced a new dealer for Louisiana. The new dealer will be located in Louisiana. The new dealer will be located in Louisiana. The new dealer will be located in Louisiana.

One exclusive sponsor per issue!

Excavator Enews

Distribution dates: January 24, May 23, September 26

Locator Enews

Distribution dates: February 28, June 27, October 24

Trench Shoring Enews

Distribution dates: March 28, July 25, November 28

Vacuum Excavation Enews

Distribution dates: April 25, August 22, December 26

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Native Advertising

With *Utility Contractor's* Native Advertising Program, your content will appear like a news story within the natural layout of *Utility Contractor's* media channels. Sponsored content is marked as sponsored, but it blends into the native content.



Homepage Newsfeed

3,075+ average users/month

Your content remains in the top 10 stories on the homepage for duration of your program.

E-Newsletter Content

3,120+ average weekly distribution

Your content included for the duration of your program.



Twitter Posts

2,350+ followers

Your content is tweeted regularly over the duration of your program.



Contact your advertising representative for more details.



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Digital Edition



Utility Contractor Digital Edition Sponsor

The Digital Edition Sponsor receives an exclusive sidebar ad that always resides on the left side of the digital edition, regardless of the page a reader is viewing.

- Ad will be visible on the current issue as well as the *Utility Contractor* digital archive issues.
- The sponsor ad remains on the digital edition until the contract/insertion has ended.
- Your company will be recognized as an issue sponsor in the digital edition email notification.

Utility Contractor Digital Edition Landing Page

The Digital Edition Landing Page is similar to a tip cover on the print editions – it's the first thing a reader will see when they open the digital edition.

- Ad is specific to an issue and will always remain a part of the issue in the archives.
- Can be designed to look like a web page adding images, links, video, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.
- Your company will be recognized as an issue sponsor in the digital edition email notification.



Other Digital Edition Options:



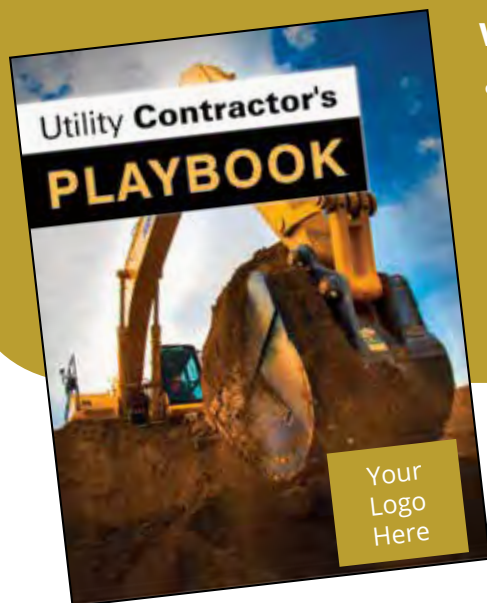
PLAY VIDEO HYPERLINK:

A standard PLAY VIDEO icon will be added to your advertisement, drawing readers to your YouTube video.

ADVERTISEMENT HYPERLINK:

- Entire ad will be clickable.
- Provide URL for hyperlink with your print ad materials.

Utility Contractor Playbook



Work with the *Utility Contractor* editor to create an exclusive, customizable Playbook with content centered around your products, technology and/or company. The Playbook will be a downloadable, topic-specific guide that includes the latest news and market analysis, along with content and ads from your company.

Qualified Leads: The *Playbook* will be available on UtilityContractorOnline.com for 12 months (as well as be posted on your company's site). Readers will be required to complete a form prior to downloading. Leads from completed forms will be shared with your company.

Promotional Campaign: The *Utility Contractor Playbook* promotional campaign is designed to increase brand awareness and funnel leads to your company for a full year.

Product	Frequency	Total Impressions	Value (NET)
Utility Contractor e-news advertorial	4x	3,128 average distribution X 4 issues = 12,512	\$1,250
½ Page, 4/C ad in <i>Utility Contractor</i>	2x	10,000 circulation x 2 issues = 20,000	\$3,655
300 x 250 ad on UtilityContractorOnline.com	12 Months	11,851 impressions x 12 months = 142,212	\$7,810
Tweets from @UtilContractor	4x	2,352 followers x 4 tweets = 9,408	\$300
Utility Contractor Playbook email blast	1x	6,800 distribution	\$2,250
Total		190,932	\$15,265

Utility Contractor Playbook Rate: \$9,500 net

Contact your advertising representative for more details.



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STAND OUT from the crowd with these high exposure advertising options.



Cover options: The front cover is the most visible page of a magazine, designed to draw the reader's attention. Take advantage of this prime real estate with a special cover option.



Cover Flap



Gatefold



Belly Band: Using a belly band is a sure way to gain visibility. Readers must remove the belly band to get to the magazine; thus, it is impossible to ignore your advertisement.



Post-It® Notes: Using Post-It® Notes adds attention to your full-page ad and encourages the reader to use it as a reminder to respond to your call to action.



Sticker: If you're afraid readers may miss your ad, lead them to it with a Sticker on the front cover of the magazine.

Give the readers something extra.

Ride Along Outsert: Let the power of *Utility Contractor's* brand carry the load for your next direct mailing.

Tipping: Magazine tipping allows you to insert product samples, removable advertisements, and even posters and brochures.

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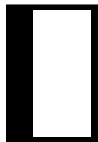
Print Specs

Full Page



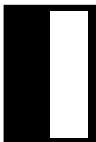
8 1/4" x 11 1/8"
210 mm x 282 mm

2/3 Page



4 1/2" x 9-3/4"
114 mm x 247 mm

1/2 Page Vertical



3 3/8" x 9 3/4"
86 mm x 247 mm

1/2 Page Island



4 1/2" x 7 1/2"
114 mm x 191 mm

1/2 Page Horizontal



7" x 4 7/8"
178 mm x 124 mm

1/3 Page Vertical



2 3/16" x 9 3/4"
56 mm x 247 mm

1/3 Page Square



4 1/2" x 4 7/8"
114 mm x 124 mm

1/4 Page Square



3 3/8" x 4 7/8"
86 mm x 124 mm

1/4 Page Horizontal



7" x 2 3/8"
178 mm x 60 mm

1/6 Page Vertical



2 3/16" x 4 7/8"
56 mm x 124 mm

1/6 Page Horizontal



4 5/8" x 2 3/16"
117 mm x 56 mm

Advertising Materials

Ads are produced using computer-to-plate technology.

Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

There is a minimum additional charge for Ad Creation/Modification \$75/hour

Inserts

Please call for pricing.

Special Positions

Guaranteed only with a 10% extra charge added to space rate.

Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

Shipping Instructions

Please submit large electronic files via our file sharing service at <https://www.hightail.com/u/benjaminmedia>

Ad Sizes

Full Page Trim Size: 8 1/8" x 10 7/8" (206 mm x 276 mm).

Gatefold Cover: 16 1/4" x 10 7/8" (413 mm x 276 mm).

Spread: 16 1/4" x 10 7/8" (413 mm x 276 mm).

Bleed Specs

Single Page: 8 1/4" x 11 1/8" (210 mm x 282 mm).

Spread: 16 1/2" x 11 1/8" (419 mm x 282 mm).

Allow minimum 1/4" (6 mm) in from trim edge for live matter.

Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.

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Digital Specs

Website Specs

All dimensions shown below are W & H in pixels. Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.

Branded Background Skins

Appears on the left and right side of the website page.

- Please supply left and right side artwork in jpg format
- Please note, background skins are not guaranteed to show on mobile devices and tablets
- DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.

Leaderboard Banner

728 x 90

(a 320 x 50 banner is also required so your ad appears on mobile devices)

Welcome banner

600 x 400

(Banner appears when page opens)

- Size may not exceed 45k
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files are not accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

Large Leaderboard

970 x 90

(a 320 x 50 banner is also required so your ad appears on mobile devices)

Standard Banner

300 x 250

Skyscraper

300 x 600

300 x 250, 728 x 90, 300 x 600, 970 x 90 Static Banners

- Size may not exceed 35k (300 x 600 can be 45k)
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files will not be accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags



TIP!

Be sure your ads are mobile friendly

For 728 and 970 wide ads a 320 x 50 banner is also required so that your ad appears on mobile devices.

Digital Specs

Digital Edition Landing Page

Landing Page Ad Sizes/Specs:

- Full page: 8-1/4" wide x 11-1/8" high
- Spread: 16-1/2" wide x 11-1/8" high
- Acceptable files include: pdf, eps and tiff. 300 dpi.

Digital Edition Sponsor

Sponsor Ad Size/Specs:

- 160 x 600 pixels and can be submitted as jpg, gif, swf. Supply URL link.
- Sidebar ads are visible on desktops only, not available on mobile devices due to limited screen area.

E-Newsletter Specs

Weekly Utility Contractor E-Newsletter

Banner ad size

580 x 80 (72 dpi)

Advertorial

- Headline
- 25 words and image/logo
- Include URL link

Monthly Vertical E-Newsletters

Banner Ad Size

600 x 300 (72 dpi)

- Acceptable file formats are jpg and gif
- Maximum file size is 25k
- Provide URL address for link
- Max looping 3x for gif files

Webinars

5 Reasons to Sponsor a *Utility Contractor* Webinar

1 You'll generate qualified leads ready for your sales team. We will add custom questions to your registration form to help you determine the fit and interest of each lead.

2 You will get to know your target audience. Interact with your audience through polls and a Q&A session and get a better understanding of their current situation, challenges and needs.

3 You'll raise brand awareness. Our multi-channel webinar marketing campaign will raise brand awareness while promoting your event.

4 You'll position your company as a market leader. Present a high-quality educational webinar and become the authority on a subject.

5 It's cost-effective. Not only is it cost-effective for you, it's also cost-effective for attendees! Win-win!

You deliver the presentation. We deliver the qualified leads.

145 Average Registrants per Webinar

What you provide:

- Company logo, presentation description and image.
- Up to 5 custom pre-event survey questions for the registration form.
- Final PPT presentation 2 days prior to live event. Note, videos can be used in your webinar presentation!

What we provide:

- One ½ page 4-color ad in *Utility Contractor* promoting your webinar session.
- Two dedicated e-mail blasts promoting webinar session to *Utility Contractor* subscribers.
- Event posts on @UtilContractor and other Benjamin Media social media networks.
- 60-minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A).
- Following the event, sponsor will be provided with a final report including:
 - List of all registrants (including all contact information)*
 - A list of all questions asked during event
 - Answers to custom pre-event survey and any polls given during the event
 - Webinar recording on www.napipelines.com for one year

Sponsorship Rate: \$5,550 Net

* Due to the Canadian Anti-Spam Legislation, we are unable to provide email addresses for Canadian registrants. We will be able to provide mailing addresses and phone numbers for Canadian registrants.



NUCA MEMBER COMPANIES RECEIVE 10% OFF ALL PLACEMENTS

Print

Four-Color Rates (GROSS)

	1X	3X	6X
Spread	\$4,930	\$4685	\$4435
Full Page	2900	2755	2610
2/3 Page	2460	2335	2215
1/2 Page Island	2240	2130	2015
1/2 Page	2150	2040	1935
1/3 Page	1690	1605	1520
1/4 Page	1580	1500	1420
Business Card (Net Rate)	250	235	220

Cover Rates (GROSS)

(RATES INCLUDE FOUR-COLOR)

	1X	3X	6X
2nd Cover	3015	2865	2715
4th Cover	3130	2975	2815

NUCA 2018-2019 Buyer's Guide

Enhanced Company Listing Rates (NET RATES SHOWN)

Logo - Color	\$150
Bold Company Name	100
Category Ad - B&W	200/column inch
Category Ad - Color	250/column inch

Digital

Website

	CPM Net Rate
Standard Rectangle Banner (300x250)	\$55
Skyscraper Banner (300x600)	\$80
Leaderboard Banner (728x90)	\$85
Large Leaderboard Banner (970x90)	\$95
Homepage Spotlight Banner (728x90)	\$6,500 Annual
Branded Background Skin	\$1,200 per month
Welcome Banner	\$199

Regional Impressions available. Contact your sales representative for more details.

Twitter (NET)

Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.

Rate	\$100 per tweet
------	-----------------

Weekly E-Newsletters (NET)

Rate - Banner	\$1,250 per month
Rate - Advertorial	\$325 per issue

Digital Edition (NET)

Digital Edition Sponsor	\$500 per month	Play Video Hyperlink	\$100/issue
Digital Edition Landing Page	Full Page - \$300/issue	Advertisement hyperlink	\$50/issue
	Spread - \$400/issue		



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