

Rates

NUCA MEMBER COMPANIES RECEIVE 10% OFF ALL PLACEMENTS

Print (Ad appears in Print & Digital Editions)

Display Ads (4-COLOR, GROSS)

	1X	3X	6X
Spread	\$5,030	\$4,780	\$4,525
Full Page	\$2,960	\$2,810	\$2,660
2/3 Page	\$2,510	\$2,380	\$2,260
1/2 Page Island	\$2,280	\$2,170	\$2,055
1/2 Page	\$2,190	\$2,080	\$1,975
1/3 Page	\$1,725	\$1,640	\$1,550
1/4 Page	\$1,610	\$1,530	\$1,450
Business Card (Net Rate)	\$255	\$240	\$225

Cover Rates (4-COLOR, GROSS)

	1X	3X	6X
2nd Cover (Inside Front)	\$3,075	\$2,920	\$2,770
4th Cover (Inside Back)	\$3,190	\$3,035	\$2,870

NUCA Buyer's Guide (NET)

Logo - Color	\$155
Bold Company Name	\$110
Category Ad - B&W	\$210 per column inch
Category Ad - Color	\$270 per column inch

Advertising

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Editorial

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Digital

Website (CPM NET RATE)

Standard Banner (300x250)	\$60
Skyscraper Banner (300x600)	\$85
Leaderboard Banner (728x90)	\$90
Large Leaderboard Banner (970x90)	\$100
PushDown Banner (970x90)	\$125
Inline Banner (300 x 250)	\$125
Interstitial Ad (600 x 400)	\$200
Branded Background Skin	\$13,500 Annual

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 eNewsletter (NET)

Banner Advertisement	\$1,250 per month
Advertorial	\$325 per issue

Equipment eNewsletters (NET) - 1 Exclusive Sponsor per Issue

Includes Excavator eNewsletters, Locator eNewsletters, Trench Shoring eNewsletters and Vacuum Excavation eNewsletters

Rate \$990 per issue

Digital Edition (NET)

Digital Edition Landing Page \$300 per issue - Full page

\$400 per issue - Spread

Play Video Hyperlink \$100 per issue

Advertisement Hyperlink \$50 per issue