

2008 MEDIA KIT



Utility

CONTRACTOR

EDITORIAL CALENDAR

Deadlines

Insertion Orders due on the 1st of the month prior to issue. Ad Materials due on the 15th of the month prior to issue.

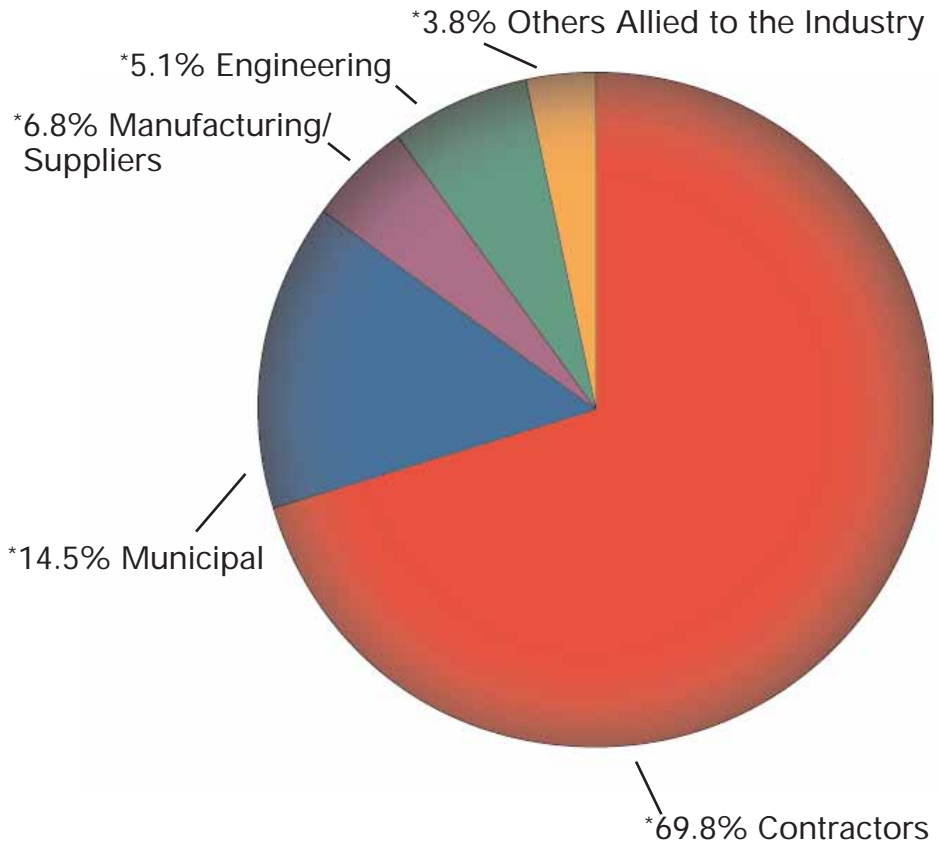
ISSUE	EDITORIAL FEATURES	BONUS DISTRIBUTION
JANUARY	Utility Construction EXPO '08 Concrete Focus Theft Prevention	Utility Construction EXPO: Jan. 16-19, Maui, Hawaii World of Concrete: Jan. 22-25, Las Vegas
FEBRUARY	2008-2009 NUCA President Pump Focus Tunneling Financial Issues	ARA Rental Show: Feb 11-14, Las Vegas
MARCH	Industry Roundtable Insurance Pipe Focus Articulated Trucks	CONEXPO: March 11-15, Las Vegas
APRIL	Trenchless Technology Vacuum Excavation Manholes	No-Dig: April 27-May 2, Grapevine (Dallas), Texas
MAY	NUCA Membership Directory Heavy Equipment Fleet Management Engines	
JUNE	NUCA Ditchdigger of the Year Trenchers Excavator Focus Contracts	AWWA: June 8-12, Atlanta, Ga.
JULY	NUCA Associate of the Year Safety Award Winners Trench Shoring/Shielding Personal Protective Equipment	
AUGUST	Compact Equipment Attachments Tires and Tracks Insurance	APWA: Aug.17-20, Columbus, Ohio
SEPTEMBER	NUCA Buyer's Guide Backhoes Financial Issues Workforce Recruitment & Retention	
OCTOBER	NUCA Chapter Focus Trucks Trailers Economic Outlook Training	WEFTEC: Oct. 18-22, Chicago OPEI/GIE Show: Oct. 23-25, Louisville, Ky.
NOVEMBER	Damage Prevention Utility Locating Laser/GPS Guidance Contracts	
DECEMBER	Legislative Overview 2009 New Product Showcase Site Work Renting Equipment	

Who Receives *Utility Contractor*?



2007 Circulation*	
Contractors	14,943
Municipal	3,102
Manufacturing	1,451
Engineering	1,092
Others	819
Total	21,407

2008 Projected Circulation**	
Contractors	18,300
Municipal	3,400
Manufacturing	1,600
Engineering	1,500
Others	1,200
Total	26,000



*60% First year Direct Request

*27% Second year Direct Request

*13% First year association lists & other sources



* December 2007 BPA audit statement
 ** Publisher's own data based on the April 2008 issue

2008 Utility Contractor Rate Card

4-color Rates

	1x	3x	6x	9x	12x	18x	24x
Spread	\$7,574	\$7,425	\$7,280	\$7,160	\$6,999	\$6,866	\$6,735
Full Page	\$4,482	\$4,397	\$4,315	\$4,234	\$4,155	\$4,077	\$4,002
2/3 Page	\$3,802	\$3,734	\$3,668	\$3,602	\$3,539	\$3,479	\$3,418
½ Island	\$3,461	\$3,402	\$3,344	\$3,286	\$3,232	\$3,178	\$3,126
½ Horiz/Vert.	\$3,325	\$3,270	\$3,214	\$3,161	\$3,108	\$3,059	\$3,009
1/3 Page	\$2,611	\$2,573	\$2,535	\$2,498	\$2,463	\$2,429	\$2,395
¼ Page	\$2,355	\$2,324	\$2,292	\$2,262	\$2,233	\$2,204	\$2,175

Black & White Rates

	1x	3x	6x	9x	12x	18x	24x
Spread	\$5,954	\$5,805	\$5,660	\$5,540	\$5,379	\$5,246	\$5,115
Full Page	\$3,402	\$3,317	\$3,235	\$3,154	\$3,075	\$2,997	\$2,922
2/3 Page	\$2,721	\$2,654	\$2,588	\$2,522	\$2,459	\$2,399	\$2,338
½ Island	\$2,381	\$2,322	\$2,264	\$2,206	\$2,152	\$2,098	\$2,046
½ Horiz/Vert.	\$2,245	\$2,190	\$2,134	\$2,081	\$2,028	\$1,979	\$1,929
1/3 Page	\$1,531	\$1,493	\$1,455	\$1,318	\$1,383	\$1,349	\$1,315
¼ Page	\$1,275	\$1,244	\$1,212	\$1,182	\$1,153	\$1,124	\$1,095

Covers

	1x	3x	6x	9x	12x
Inside Front Cover	\$4,697	\$4,465	\$4,240	\$4,008	\$3,774
Inside Back Cover	\$4,409	\$4,195	\$3,915	\$3,719	\$3,523
Outside Back Cover	\$4,893	\$4,661	\$4,403	\$4,190	\$3,915

(Cover rates include color)

Business Card Advertising

B&W	\$250	4-Color	\$400
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Classified Advertising \$100 Per Column Inch

Online Advertising

Banner Ads: \$300/month for home page
 \$150/month for any secondary page

For more information, contact **Ryan Seltzer**
rseltzer@benjaminmedia.com • Phone: 330-467-7588

Capture Qualified Leads on the Net with the New Webinar Program from *utilitycontractoronline.com*



Utility Contractor Webinars turn prospects into qualified leads, giving your sales team the information they need to close more sales.

Brand your company as an expert and leader with a one-hour seminar broadcast live on the Web. Participants will have real-time interaction with speakers/moderators throughout the event.

Webinar Sponsor Benefits:

Attendees are approved by sponsor prior to the event to ensure an audience of qualified prospects—not competitors.

- One ½ page 4-color ad in *Utility Contractor* promoting sponsor's Webinar. Ad will be placed in the issue one month prior to scheduled Webinar. The focus of the ad will be Webinar topic, date, time and sponsor.
- E-mail invitations to approximately 10,000 prospects. Invitation page links enrollees to sponsor's Web site.
- Five weeks prior to Webinar, banner advertisement will be placed on *utilitycontractoronline.com*.
- Sponsor has the option to add up to 3 custom questions to enrollment form. The responses provide valuable information about the audience.
- To ensure an audience of qualified prospects, a weekly enrollment report is sent to sponsor for approval of attendees. Only attendees approved by sponsor will be able to view the live Webinar.
- 60 minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include video, real-time polling and/or surveying of audience, software demos and much more. A *Utility Contractor* editor will be on hand to moderate if needed.
- Following the event, sponsor will be provided with a final report including: list of all registrants that logged on to the Webinar, a list of all registrants that were absent, a list of all questions asked during event, answers to any polls or surveys given during the event.
- Recorded Webinar will appear on the *utilitycontractoronline.com* site for one year following live event.

Educate. Market. Brand. Launch a New Product. Create Interest. Sponsors use *Utility Contractor* Webinars for all of these reasons but the No. 1 reason is to generate qualified leads.

Call or e-mail today for more information and to schedule your Webinar.

Ryan Seltzer
rseltzer@benjaminmedia.com
Phone: 330-467-7588

Advertising Materials

Utility Contractor is produced using computer-to-plate technology. When submitting an advertisement, the preferred method is a digital image that can be placed in a page layout program on a PC platform. Include a full-color proof with each advertisement. The image can be a .TIF or .EPS, CMYK, 300-dpi, full-size image. A high-resolution (press optimized) .PDF can also be provided.

Digital Files

Digital files that we can accept are PC based files created in:

- QuarkXPress 6.5 or lower
- Adobe PhotoShop CS3 or lower
- Adobe Illustrator CS3 or lower
- Adobe InDesign CS3 or lower

Files created on the Macintosh platform using the above programs *must* have fonts included and will be sent to our printer for file conversion* (press optimized Adobe Acrobat PDFs do not need to be converted).

Note: Files created in page layout or illustration software must be submitted with the fonts used in the creation of the ad. Ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word will not be accepted.

*Additional Ad Charges

There is a *minimum* additional charge for the following:

- Mac File Converted to IBM..... \$55
- Ad Creation/Modification \$75/hr

Inserts

Furnished inserts ready for binding earn black and white space rates for the first four pages; additional pages are billed at 50% of earned black and white space rates. For those cases requiring back-up, the rate will be quoted separately.

Tip-in charges per insert, per thousand is \$50.

All inserts should be shipped directly to our printing facility:

Publishers Press, Inc.
Attn: *Utility Contractor*
100 Frank E. Simon Ave.,
Shepherdsville, KY 40165 USA

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 send all advertising materials to

Utility Contractor

Attn: Advertising

1770 Main St., PO Box 190

Peninsula, OH 44264 USA

Ph: 330-467-7588 Fax: 330-468-2289

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.



<p>Full Page</p>  <p>8-1/4" x 11-1/8" 210 mm x 282 mm</p>	<p>2/3 Page</p>  <p>4 1/2" x 9-3/4" 114 mm x 247 mm</p>	<p>1/2 Page Vertical</p>  <p>3 3/8" x 9-3/4" 86 mm x 247 mm</p>	<p>1/2 Page Island</p>  <p>4 1/2" x 7 1/2" 114 mm x 191 mm</p>	<p>1/2 Page Horizontal</p>  <p>7" x 4 7/8" 178 mm x 124 mm</p>	<p>1/3 Page Vertical</p>  <p>2 3/16" x 9-3/4" 56 mm x 247 mm</p>
<p>1/3 Page Square</p>  <p>4 1/2" x 4 7/8" 114 mm x 124 mm</p>	<p>1/4 Page Square</p>  <p>3 3/8" x 4 7/8" 86 mm x 124 mm</p>	<p>1/4 Page Horizontal</p>  <p>7" x 2 3/8" 178 mm x 60 mm</p>	<p>1/6 Page Vertical</p>  <p>2 3/16" x 4 7/8" 56 mm x 124 mm</p>	<p>1/6 Page Horizontal</p>  <p>4 5/8" x 2 3/16" 117 mm x 56 mm</p>	



BENJAMIN

MEDIA™

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