

Utility CONTRACTOR™

Official Publication of

NUCA
REPRESENTING UTILITY & EXCAVATION CONTRACTORS



2012

Media Kit

EXCELLENCE

in Editorial

Utility Contractor Continues to Bring You the Widest Media Coverage in the Industry



Minds of the Market

UC knows that running a business is difficult. We take the complexity and uncertainty out of construction management issues by tapping into the brightest minds of the industry — from consulting leaders at FMI and business management gurus like Brad Dawson to reports from NUCA in Washington, D.C.

Capitol Hill Crusaders!

As the official magazine of NUCA, *UC* has its ear to the ground in our nation's capitol thanks to outstanding editorial from Eben Wyman, NUCA Vice President of Government Relations and George Kennedy, NUCA Vice President of Safety.



Contracting Tech-Heads

UC's editorial team loves the latest gadgets that increase productivity and their readers' bottom lines. From fleet management and bidding and costing software to twittering and GPS-guided grading systems, *UC* talks technology in a voice you can understand.



Man and Machine

UC readers are gear heads and the editorial team loves talking shop — machine shop. From large excavators to the smallest loaders, *UC* runs the equipment gauntlet nearly every month to bring its readers the latest news.

Direct Directories

The NUCA Membership Directory and NUCA Buyer's Guide, published in May and September, respectively, chart contractors, service providers, manufacturers and more.



Utility Contractor Media Kit 2012 | www.utilitycontractoronline.com

Utility Contractor is a publication of Benjamin Media, Inc. www.benjaminmedia.com
1770 Main Street, P.O. Box 190, Peninsula, OH 44264 USA / **Phone:** (330) 467-7588 / **Fax:** (330) 468-2289
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Regional Sales Manager: Ryan Sneltzer, E-Mail: rsneltzer@benjaminmedia.com
Regional Sales Representative: Tim Richards, E-Mail: trichards@benjaminmedia.com



2012 EDITORIAL CALENDAR

Deadlines

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

ISSUE	EDITORIAL FEATURES	MAIL DATE	BONUS DISTRIBUTION
JANUARY	Fleet Management Pump Focus Excavators	12/31	World of Concrete, Jan. 24-27, Las Vegas American Rental Association's The Rental Show, Feb. 5-8, New Orleans
FEBRUARY	2012-2013 NUCA Chairman Microtunneling & Auger Boring Machines Equipment Theft	1/31	CGA Excavation Safety Conference & Expo, Las Vegas
MARCH	NUCA Convention '12 Onsite Pipe & Pipe Machine Focus Material Hauling	2/28	No-Dig, March 11-15, Nashville, Tenn. NUCA Convention 2012, March 12-16, Fort Worth, Texas
APRIL	Convention Wrap-Up Vacuum Excavation Trenchless Technology Manhole Installation & Repair	3/31	
MAY	NUCA Membership Directory Underground Telecom Installation Focus Social Networking & Software Wheel Loaders	4/29	NUCA Washington Summit Trenchless Technology Road Show, June 5-6, Niagara Falls
JUNE	NUCA Ditch Digger of the Year Backhoe Loaders OEM Parts & Replacement Insurance Focus	5/31	
JULY	NUCA Associate of the Year Safety Award Winners Renting Heavy Equipment — Excavators Trench Shoring & Shielding	6/30	
AUGUST	Compact Equipment Tires & Tracks Trailers Site Prep	7/29	
SEPTEMBER	NUCA Buyer's Guide Generators & Lighting Equipment Workforce Recruitment & Retention	8/31	WEFTEC, Sept. 29-Oct.3, New Orleans
OCTOBER	NUCA Chapter Focus Trucks Trenchers Fleet Management	9/30	AEMP 2012 Asset Management Symposium American Water Summit
NOVEMBER	Utility Locating Grading and Excavating — GPS & Lasers Vacuum Excavation Economic Outlook	10/31	
DECEMBER	Legislative Overview 2012 Product Innovations Backhoe Loaders Engines	11/30	

New for 2012

Manufacturer's Corner

Four times a year, *Utility Contractor* will pick the brains of a major equipment manufacturer — bringing readers insights and advice from the companies that create the machines they use every day.



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TOP REASONS TO JOIN NUCA

REPRESENTING UTILITY & EXCAVATION CONTRACTORS



- Make your mark at **NUCA's Washington Summit**. Members from around the country head to Capitol Hill each May to advance the legislative agenda of the utility and excavation construction industry.
- Enjoy **safety consultation** with a certified safety professional. NUCA's VP of Safety is the best in the business. Problem-solving is just a phone call away — but only for NUCA members! He can discuss your specific situation and offer help.
- Take advantage of **NUCA's Damage Prevention and Claims Avoidance Program** with NUCA member Ron Peterson of Utility Consulting Professionals — exclusively available to NUCA members.
- Support the **Clean Water Council** a coalition of 35 other national associations that work with NUCA on infrastructure funding.
- Join a **nationwide voice** working for effective immigration policy to enhance national security and ensure an effective construction workforce to continue to improve the American economy.
- Help your own employees. **NUCA's Toolbox Talks** are available only to NUCA members on www.nuca.com. The "Spotlights on Safety" handouts reinforce training and remind workers of jobsite hazards. Many are also available in Spanish.
- Get a substantial discount on registration to **NUCA's 2012 Annual Convention** in Fort Worth, TX.
- Enjoy discounted rates for NUCA's **professional development and educational** programs that keep you and your employees abreast of the latest changes in underground utility and excavation construction.
- Save on a **wide range of services and products**, including CNA Insurance, NUCA's online employment recruitment service, the SafetyFirst Fleet Safety Benefit Program, an equipment theft prevention program sponsored by National Equipment Register, NUCA's line of safety DVDs, manuals, training tools, and more — available in the NUCA Store.
- **NUCA's e-newsletters:**
 - The *Washington Report*, with up-to-the-minute information and insider analysis on pending legislative and regulatory actions in the nation's capital.
 - *NUCA Safety News*, covering safety management and technical information to help you reduce lost employee time, enhance worker productivity, and save lives.
 - The member edition of our weekly breaking-news email from NUCA's CEO, *The NUCA Report*.

These are just some of the many benefits available to NUCA members.

Visit www.nuca.com or call us toll-free at 800.662.6822 to learn more!

Who Receives *Utility Contractor*?

Industry*

Contractor	11,156
Municipal Utility (Public & Private)	5,080
Manufacturer/Supplier	1,405
Engineering	2,330
Other	1,029
Total	21,000

Involvement in company purchasing decisions*

Approve	62.1%	
Recommend	23.1%	
Specify	5.6%	

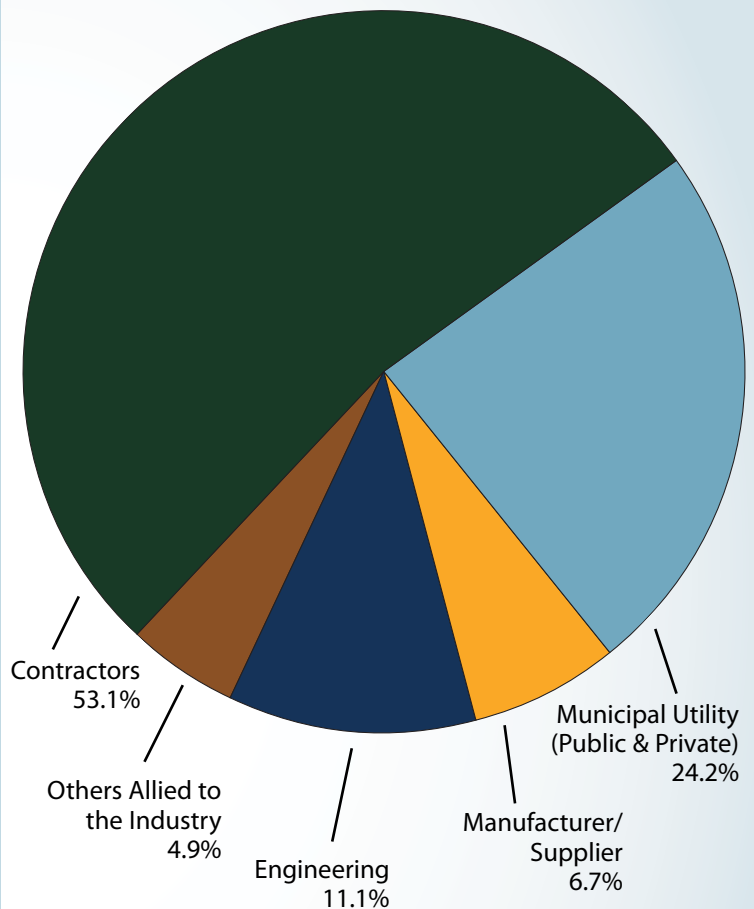
Annual construction / contract sales volume*

Under \$500,000	29.6%	
\$500,000 - \$1 Million	15.6%	
\$1 Million - \$10 Million	29.5%	
\$10 - \$25 Million	9.8%	
More than \$25 Million	15.4%	

How much money will your company spend on equipment & services in the next 12 months?*

Under \$100,000	47.6%	
\$100,000 - \$250,000	19.8%	
\$250,000 - \$500,000	12.0%	
\$500,000 - \$1 Million	8.2%	
More than \$1 Million	12.4%	

* Publisher's Own Data as of 8/25/11



30%* of subscriber responses indicated they'll spend more than \$250,000 on equipment and services over the next 12 months — increased by 3% over last year!



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2012 *Utility Contractor* Rate Card

All Rates Are Listed As Gross

4-color Rates

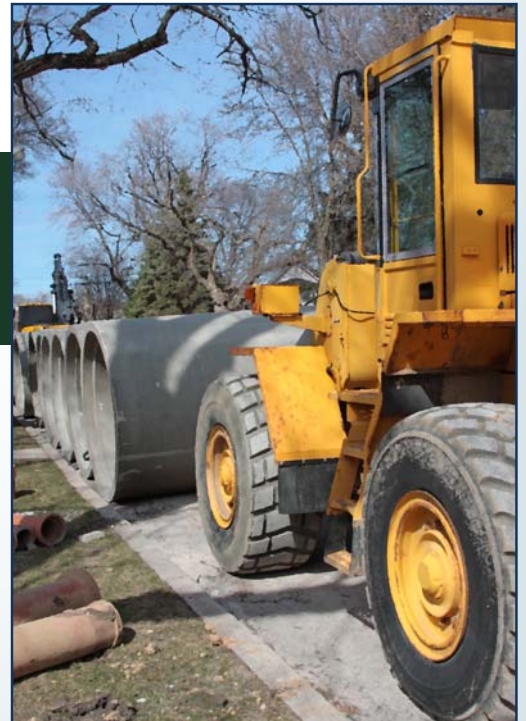
	1x	3x	6x	9x	12x	18x	24x
Spread	\$7,952	\$7,796	\$7,644	\$7,518	\$7,348	\$7,209	\$7,071
Full Page	\$4,706	\$4,616	\$4,530	\$4,445	\$4,362	\$4,280	\$4,202
2/3 Page	\$3,992	\$3,920	\$3,851	\$3,782	\$3,715	\$3,652	\$3,588
Island	\$3,634	\$3,572	\$3,511	\$3,450	\$3,393	\$3,336	\$2,382
1/2 Page	\$3,491	\$3,433	\$3,374	\$3,319	\$3,263	\$3,211	\$3,159
1/3 Page	\$2,750	\$2,701	\$2,660	\$2,622	\$2,586	\$2,550	\$2,514
1/4 Page	\$2,572	\$2,440	\$2,406	\$2,375	\$2,344	\$2,314	\$2,284
Bus. Card	\$500	\$485	\$470	\$456	\$442	\$429	\$416

Cover Spots

	1x	3x	6x	9x	12x
Inside Front Cover	\$4,902	\$4,808	\$4,718	\$4,630	\$4,543
Back Cover	\$4,954	\$4,859	\$4,768	\$4,678	\$4,590

Classified Advertising
\$150 Per Column Inch

For more information,
contact **Ryan Sneltzer**
rsneltzer@benjaminmedia.com
(330) 467-7588 (Office)
(330) 904-6177 (Cell)



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ONLINE OPPORTUNITIES

The screenshot shows the Utility Contractor website layout. Key elements include:

- Header:** Utility CONTRACTOR logo and navigation menu (CURRENT ISSUE, ARCHIVES, WEBINARS, NUCA.COM, SUBSCRIBE FREE, RESOURCE CENTER, CONTACT).
- Hero Section:** A large banner for the 'Good Grades' cover story featuring a motor grader. A yellow arrow points to a yellow advertising spot on the right side of this banner.
- Table of Contents:** A section titled 'August 2011 Utility Contractor - Table of Contents' listing several feature stories with 'more >>' links. A blue arrow points to a blue advertising spot on the right side of this section.
- Left Sidebar:** A smaller version of the 'Good Grades' cover story with a yellow arrow pointing to a yellow advertising spot on the right side of the sidebar.
- Bottom Section:** A dark blue advertising spot at the bottom of the page, with a yellow arrow pointing to it from the right.

Home Page Advertising
Average Monthly Visits: **1,310**
Average Monthly Page Views: **1,964**

Leader Board (728x90)
\$6,800/12 months

170 x 150
\$1,000/6 months
\$1,800/12 months

468 x 60
\$4,500/12 months

170 x 310
\$1,200/6 months
\$2,000/12 months

170 x 470
\$2,900/12 months

Issue Notification E-mail — Each month an e-mail is sent out to *Utility Contractor* subscribers, letting them know that their current issue is in the mail. The notification also gives the reader a preview of what they will find in that month's issue.

170x150 Banner: \$250



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Capture Qualified Leads on the 'Net with a Webinar Session from *Utility Contractor*

2012 *Utility Contractor* Webinar Series

Average Enrollment: 200

Webinar Topics for 2012

- Business Management
- Trench Safety
- Fleet Management
- Engine Emissions – Laws and Regulations
- Buyer's Guide to Pre-Owned Equipment



WHAT THE SPONSOR DOES:

The Webinar sponsor delivers a 30- to 45-minute presentation for one of the featured session topics. Typically, this is a PowerPoint presentation that can include audience polling, screen sharing, live Q&A and more. Following the presentation, the sponsor will be able to interact with attendees during the Q&A session. The presenter(s) can deliver their presentation from their own office!

WHAT UTILITY CONTRACTOR DOES:

Utility Contractor will handle all pre- and post-event details, including event promotion, attendee registration, compiling pre-event survey results, enrollment reporting, Webinar logistics and Webinar recording for playback on www.utilitycontractoronline.com for one year!

Webinar Sponsor Benefits:

- *Utility Contractor* Webinar Series will be advertised in *Utility Contractor* every month. Your company logo will appear next to your sponsored session.
- 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.
- E-mail invitations sent to 10,000+ prospects. Invitation includes information about the Webinar and sponsor's logo.
- Banner advertisement promoting sponsor's Webinar to appear on www.utilitycontractoronline.com.
- Custom pre-event survey of your Webinar audience. Sponsor determines questions and is given results through a weekly enrollment report.
- 60-minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include real-time polling and screen sharing.
- 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 who were absent; a list of all questions asked during event; and answers to any polls given during the event.
- Recorded Webinar will appear on www.utilitycontractoronline.com for one year.

If you'd like to sponsor/present a session not shown on the session calendar, please contact your sales representative.

Sponsorship Rate: \$7,500 net per session

Call or e-mail today for more information and to schedule your Webinar.
Ryan Sneltzer: rsneltzer@benjaminmedia.com ■ Phone: (330) 467-7588

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Advertising Materials

Utility Contractor is 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. Files created on the Macintosh platform must have fonts and all linked files included and will be sent to our printer for file conversion with additional charge. Use Postscript fonts only. Other fonts (TrueType, etc.) must be converted to outline or rasterized.

Additional Ad Charges

There is a minimum additional charge for the following:

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

Inserts

Please call for pricing: (330) 467-7588

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., P.O. 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.

Please submit large electronic files via our file transfer service at <http://dropbox.yousendit.com/benjaminmedia>

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



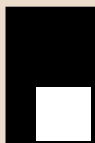
7" x 4 7/8"
178 mm x 124 mm

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

Allow 1/4" (6 mm) around trim edge for live matter.

- Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)
- 2-Page Spread Trim Size: 16-1/4" x 10-7/8" (413 mm x 276 mm)
- Gatefold Cover: 16-1/4" x 10-7/8" (413 mm x 276 mm)
- Full Page Bleed Size: 8-1/4" x 11-1/8" (210 mm x 282 mm)
- 2-Page Spread Trim Size: 16-1/2" x 11-1/8" (419 mm x 282 mm)
- Business Card: 3-1/2" x 2" (89 mm x 50 mm)

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.