



Utilities  
Technology  
Council™

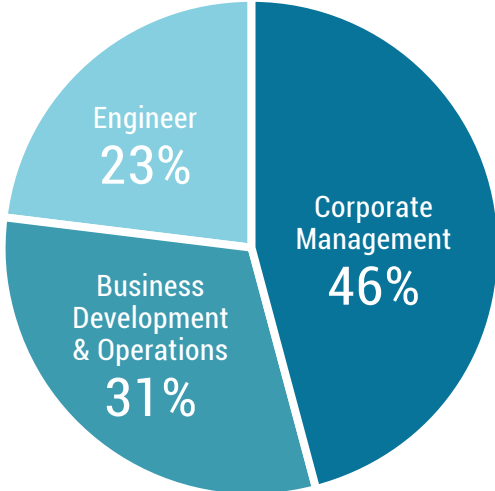


# 2018 Media **PLANNER**



**Print Circulation** **6,500**

JOB	FUNCTION	SUBSCRIBERS
Corporate Management	Chairman, CEO, CIO, CTO, President	<b>46%</b>
Business Development & Operations	IT, Operations, Marketing, Legal, Finance, Regulatory	<b>31%</b>
Engineer	IT, Operations, Telecom	<b>23%</b>



It is important to note that 69% of our members influence or make purchasing decisions.

## Editorial Content

The *UTC Journal* is the official quarterly publication of the Utilities Technology Council (UTC) and serves as the leading source of information for UTC members—Information and Communication Technology (ICT) and critical infrastructure professionals at energy and water organizations across North America. Through insightful case studies, research, regulatory related news, and emerging technology articles, the *UTC Journal* provides readers with practical solutions to the issues, challenges, and opportunities in the industry.



As a product and service provider to the critical infrastructure communications space, there is no better vehicle for your advertising budget. With editorial that addresses the key issues UTC members face, showcase your products and services to engaged readers and influential decision-makers.

To make advertising even more effective, we work with you to develop a comprehensive package that pairs print advertising with digital programs such as member newsletters, webinar sponsorships, as well as exhibit and sponsorship opportunities at one of the many UTC events throughout the year.

### REGULAR FEATURES INCLUDE:

- ▶ **The Value of Membership**  
Covering critical industry topics
- ▶ **Workforce and Mentorship**  
Highlights the role of mentorship in strengthening the utility workforce by featuring examples and insights into best practices
- ▶ **Chairwoman's Corner**  
UTC's current Chairwoman of the Board welcomes and provides food for thought on the latest industry news
- ▶ **UTC Member News**  
Features a collection of associate member press releases and product announcements
- ▶ **UTC News**  
Summarizes what's going on with UTC in short paragraphs
- ▶ **Forward!**  
UTC's President and CEO delivers important industry issues and how they affect critical infrastructure, IT/OT and telecommunications professionals
- ▶ **Vendor Spotlight**  
Let's our vendors tell their story with their customer success
- ▶ **Inside Washington & Regulatory Update**  
Devoted to the analysis of key regulatory and legislative updates
- ▶ **The Committee Corner**  
Updates on UTC Committee activities
- ▶ **Regional & Global Spotlights**  
Focuses on our 10 US Regions and UTC global entities

# 2018 UTC Journal Editorial Calendar



ISSUE	FEATURE TOPICS	CONTENT DEADLINE	AD CLOSING DATE	ADS DUE	PUBLISH DATE
Q1	<p><b>SECURITY &amp; SAFETY</b></p> <p>Utilities are building a strong line of defense against attacks, while maintaining the highest levels of employee safety. Evolving standards, regulations, training and technologies bring hardening to systems and protection to networks. <b>*INCLUDES 2018 BUYERS' GUIDE</b></p> <p><b>Bonus Distribution:</b></p> <ul style="list-style-type: none"> <li>• IWCE</li> <li>• UTC Spring Regional Meetings</li> </ul>	12/01/17	12/31/17	01/05/18	02/15/18
Q2	<p><b>UTILITY RESOURCES</b></p> <p>Explore the natural bridge between smarter utility systems and water, solar, wind and natural gas; What are the possibilities for utilities to benefit from and be beneficial to the evolving energy era?</p> <p><b>Bonus Distribution:</b></p> <ul style="list-style-type: none"> <li>• UTC Telecom &amp; Technology 2018</li> <li>• AUTC Conference</li> <li>• AWWA ACE 2018</li> <li>• World Gas Congress</li> </ul>	2/06/18	3/16/18	3/23/18	05/01/18
Q3	<p><b>SMART BUILDINGS &amp; SMART HOMES</b></p> <p>Complexities of managing smart buildings/homes within the utility footprint are opening new opportunities for utilities to use innovative technologies and build smarter communities, while finding new ways to engage with customers.</p> <p><b>Bonus Distribution:</b></p> <ul style="list-style-type: none"> <li>• UTCC &amp; EUTC Conferences</li> <li>• UTC Fall Regional Meetings</li> </ul>	05/25/18	6/29/18	07/09/18	08/20/18
Q4	<p><b>COMMUNICATIONS AND DATA ANALYTICS</b></p> <p>Utilities are using real-time communications and robust data analytics to enhance business operations, increase customer satisfaction, look for new business opportunities, and transform operations.</p> <p><b>Bonus Distribution:</b></p> <ul style="list-style-type: none"> <li>• DistribuTECH</li> <li>• TechAdvantage</li> </ul>	08/28/18	9/28/18	10/05/18	11/20/18

\* UTC reserves the right to adjust editorial focus based on input and guidance from the Editorial Advisory Board

\*\* Editorial Submissions: To submit editorial ideas, case studies or items of interest to UTC's membership please email: [Atossa.Shafaie@utc.org](mailto:Atossa.Shafaie@utc.org)

# 2018 Advertising Rates

**Print and Digital Media Advertising Package Discounts Bundle** and save when you combine 4x issue worth of *UTC Journal* advertising with banner advertisements in UTC's digital media programs, UTC event exhibits, and sponsorships in UTC events and webinars. To custom tailor your package, contact Cheryl Stratos at 202.833.6811 today.



	1X RATE	4X RATE
	Color	Color
Full Page	\$3,725	\$3,350
2-Page Spread	\$6,500	\$2,825
2/3 Page	\$3,050	\$2,825
1/2 Page Island	\$3,050	\$2,750
1/2 Page Horizontal/Vertical	\$2,575	\$2,375
1/3 Page Square/Vertical	\$2,025	\$1,875
1/4 Page Vertical	\$1,625	\$1,500

## 2018 PREMIUM ADVERTISING RATES

	1X RATE	4X RATE
	Color	Color
Inside Front Cover	\$4,000	\$3,500
Page 3	\$4,125	\$3,750
Inside Back Cover	\$4,000	\$3,500
Back Cover	\$4,375	\$4,000



# UTC Journal Ad Specifications



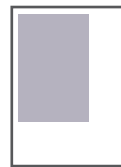
Digital data is required for ad submissions. **Please provide a print-ready CMYK PDF (300 – 600 dpi at the full production size).** Embed all fonts. Only Adobe Type 1 fonts will be accepted; all other fonts may be substituted. Send all insertion orders to [Cheryl.stratos@utc.org](mailto:Cheryl.stratos@utc.org)

## PRINTING SPECIFICATIONS

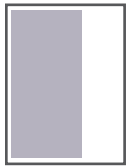
Journal trim size: 8.25" x 10.875"



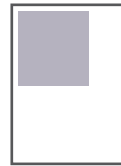
**Full Page**  
Live Area: 7.75" x 10.375"  
With Bleed: 8.5" x 11.125"



**1/2 Page Island**  
Live Area: 4.75" x 7.5"  
With Bleed: 5.5" x 8.125"



**2/3 Page**  
Live Area: 4.75" x 10.375"  
With Bleed: 5.375" x 11.125"



**1/3 Page Square**  
Live Area: 4.75" x 4.875"  
With Bleed: N/A



**1/2 Page Horizontal**  
Live Area: 7.25" x 4.875"  
With Bleed: 8.5" x 5.375"



**1/3 Page Vertical**  
Live Area: 2.25" x 10.375"  
With Bleed: 2.875" x 11.125"



**1/2 Page Vertical**  
Live Area: 3.5" x 10.375"  
With Bleed: 4.25" x 11.125"

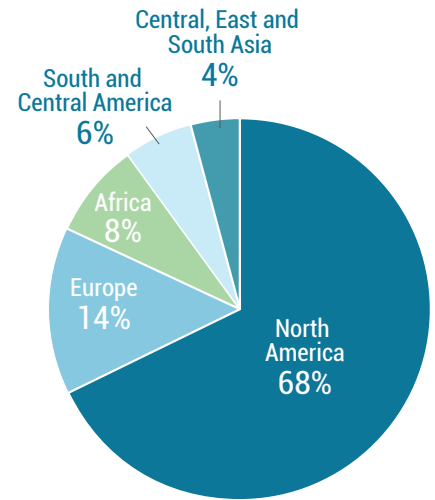


**1/4 Page Vertical**  
Live Area: 3.25" x 4.875"  
With Bleed: N/A

# Geographic Breakdown of Online Readership



REGIONS	READERSHIP
North America	68%
Europe	14%
Africa	8%
South and Central America	6%
Central, East, and South Asia	4%

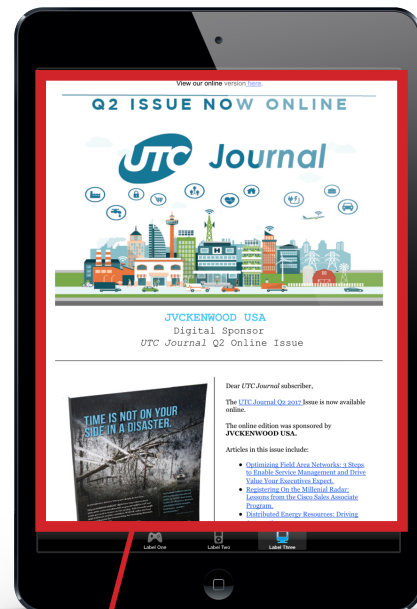


## ONLINE SPONSORSHIP - \$2,000/PER ISSUE (EXCLUSIVE—ONLY ONE PER ISSUE)

Sponsoring the digital edition of *UTC Journal* gives you direct access to our subscribers. Online sponsorship provides your company extra exposure and benefits from a banner ad in the email announcement with links to your website. *UTC Journal* is also published online and viewed by unlimited readers. Annual analytics show upwards of 12,000 hits to our past online issues.

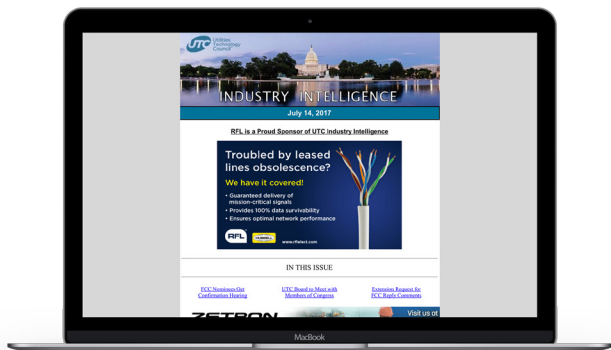
Sponsor the digital edition of *UTC Journal* and receive:

- 1 Your ad placed on the introduction page and on the last page of the online edition, with links to your website.



- 2 Banner ad placed in the email announcement of current issue, with links to your website

# Digital Marketing Opportunities



## E-NEWSLETTERS

When the community of UTC member professionals turn to UTC for market, industry and technology solutions, they often turn to the *UTC Journal* and our electronic publications.

**Make sure your company and message get noticed.** Sponsoring and advertising in a UTC e-newsletter not only puts your message in front of 6,500 top ICT decision makers, but your support helps UTC provide instant access to our industry's ecosystem of solution providers.

**UTC Industry Intelligence** Reach 6,500 UTC members and industry subscribers **weekly** with your banner ad surrounded by the latest in-depth analysis on current regulatory/policy standards and industry news.

### Rates, Locations and Dimensions

Sponsorship: \$2,500 per quarter  
(one sponsor per e-newsletter)  
600 x 300 pixels space for your creative.

Banner: \$500 for 2 issues  
660 x 97 pixels (banner) and link  
Location: Under Featured Articles

Specifications:  
GIF (.gif) or PNG (.png) files, 40KB max file size

## LEAD GENERATION

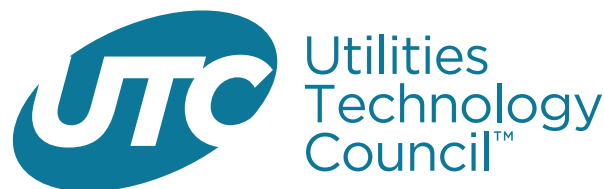
### Webinar Sponsorship Program \$5000

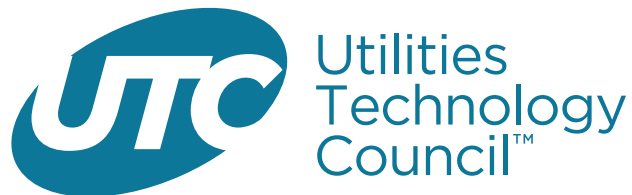
UTC hosts webinars throughout the year that offer technology partners an opportunity to sponsor webinar programs that are of strategic interest. The Webinar Sponsorship Program provides you with access to nearly 10,000 UTC members and prospects allowing your company the opportunity to present your message to members only, or an open industry audience. You provide the content, and we make it happen! These webinars are meant to be informative and joint presentations with customers or industry experts are recommended. UTC members value educational opportunities on existing and emerging technologies.

#### Sponsorship includes:

- At least three invitational emails to members and prospects
- Your company logo on the emailed invite
- Up to 90 minutes presentation time
- A post-event registration list
- UTC staff coordination during the webinar (moderate, provide introduction, manage Q&A session, summarize with closing notes)
- A link to the recorded copy of webinar provided to you
- A post-webinar email sent on behalf of your company to attendees

For more information about getting added to the presentation schedule, contact Cheryl Stratos at [cheryl.stratos@utc.org](mailto:cheryl.stratos@utc.org)





## CONTACT UTC

Advertising, sponsorship, webinar and exhibition sales contact:

[Cheryl Stratos](#)

1129 20th St, NW Suite 350

Washington DC 20036

[Cheryl.stratos@utc.org](mailto:Cheryl.stratos@utc.org)

202.833.6811

### [Editorial Submissions](#)

To submit editorial ideas, case studies or items of interest to UTC's membership, please email: [Atossa.Shafaie@utc.org](mailto:Atossa.Shafaie@utc.org)

### [Press Releases](#)

Please add us to your corporate press releases by including the following on your distributions: [Atossa.Shafaie@utc.org](mailto:Atossa.Shafaie@utc.org)

### [Webinar Submission](#)

To get added to the webinar presentation schedule, contact: [cheryl.stratos@utc.org](mailto:cheryl.stratos@utc.org)