

Media Planner

2020

OUR REACH YOUR MESSAGE



JOURNAL
Publication



SOCIAL
Media



EMAIL
CAMPAIGN

WHO WE ARE

The Utilities Technology Council (UTC) is the trusted advisor to utilities and other critical infrastructure providers globally. The Council serves as the source and resource for our members to deploy technologies and solutions that deliver secure, reliable and affordable mission critical services.

From its headquarters just outside Washington, DC, UTC provides the following services to our membership:

- Manage telecommunications and information technology more effectively and efficiently
- Identify and capitalize on opportunities linked to deregulation worldwide
- Voice their concerns to legislators and regulators
- Network with other telecom and IT professionals

Through advocacy, education and collaboration, UTC delivers exceptional value for today's decisions and tomorrow's planning.

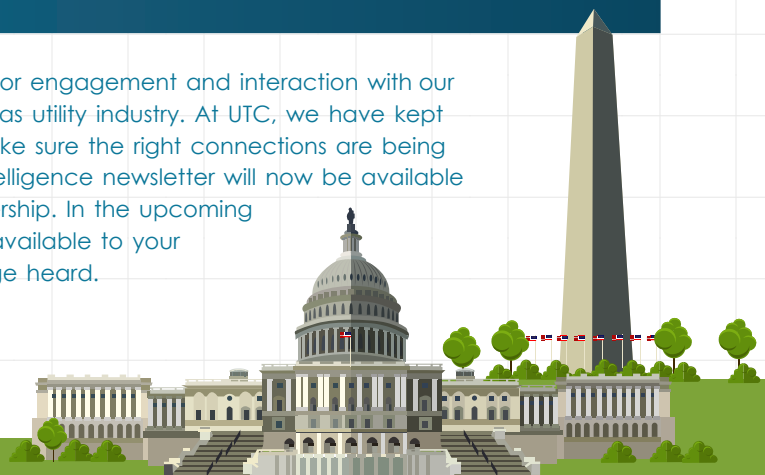
WHY IT MATTERS

Utility Telecommunications Systems are Critical Infrastructure and "We are the only trade association that looks across the utility segments, electric, gas and water, with a focus on this niche of communications infrastructure issues."- *Joy Ditto, UTC President and CEO*

- UTC is the only trade association dedicated to the intersection of telecommunications and technology at the utility.
- Through advocacy and educational efforts UTC is the voice of our members to lawmakers, federal and state agencies and regulatory bodies.
- Spectrum allocation and protection of interference-free communications are crucial for utilities around the world to operate safe and reliable services.
- UTC is a trusted resource for rural and urban utility services including broadband, fiber and distributed energy resources.
- With the convergence of IT and OT, the challenges of cybersecurity and the growth of smart communities, UTC is leading the way forward for our members.

MEDIA KIT OVERVIEW

The 2020 UTC Media Kit outlines the many opportunities for engagement and interaction with our unique audience. The marketing industry evolves as fast as utility industry. At UTC, we have kept pace, and this year, we have some new offerings to make sure the right connections are being made. One exciting development is that our Industry Intelligence newsletter will now be available on our website, expanding its reach beyond our membership. In the upcoming pages, we will walk you through the different platforms available to your organization to foster collaboration and get your message heard.



MEET OUR TEAM



ROBERT THORMEYER
 Director of Communications
 and Advocacy
 rob.thormeyer@utc.org
 202-872-0030

As Director of Communications and Advocacy for the Utilities Technology Council, Mr. Thormeyer focuses on external communications, message development, and press relations. Prior to joining UTC, he served as an advisor for former Federal Energy Regulatory Commission Member Colette D. Honorable. Mr. Thormeyer began his public-relations career at the National Association of Regulatory Utility Commissioners as its Director of Communications. He received his bachelor's degree in History from Mary Washington College (now the University of Mary Washington) in Fredericksburg, Va.



CHERYL STRATOS
 National Sales Representative
 cheryl.stratos@utc.org
 703-926-5615

For more than 25 year's Cheryl Stratos has worked in the Utility construction and communications space representing various trade associations. Ms. Stratos has a strong background in economics and has extensive experience in research and program development. She is active in the association community and a volunteer Board member of the Melanoma Research Foundation (MRF) Chairing the Development Council and is part of the Executive Committee. She also consults with various trade associations helping to develop creative sales strategies. Her special interests include: riding and showing horses, and a love of aviation, plus spending time with her family.



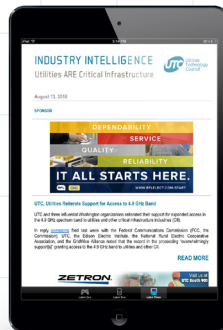
SHAWN MCCLAFFERTY
 Designer
 shawn@thinkdesignsllc
 919-606-1339

Shawn McClafferty has over 20 years of advertising experience with a focus on Graphic and Web Design. He has a strong understanding of retail marketing, healthcare, and information technology. Mr. McClafferty's creativity shows itself in his work and he has won many accolades for his creations and illustrations, including two time winner of artSPARK Street Painting. His business is to create compelling visual messages in both print and digital media to effectively market brand and business on behalf of his clientele, which includes UTC, ALS (Lou Gehrig's disease) & North Carolina Mutual Drug.

DIGITAL MARKETING OPPORTUNITIES

INDUSTRY INTELLIGENCE – A WEEKLY NEWSLETTER

One of UTC's strongest value prospects is advocacy. The *Industry Intelligence* newsletter is a weekly publication that the industry turns to for the latest utility news on the advocacy front. Make sure your company and message get noticed. Your banner will appear both in the email circulated to our 4,000 plus membership to announce *Industry Intelligence* has gone live. With our new launch of the newsletter on our website, your banner ad will also get visibility to the over 240,000 people who visit utc.org annually.



	Rates	Locations	Specifications
Sponsorship	\$2,000 per month	Your banner will appear in each weekly newsletter per month	<ul style="list-style-type: none"> Email - 600 x 300 px Web banner - 660 x 96 px
Banner	\$500 for 2 issues	Your banner will appear under featured articles	<ul style="list-style-type: none"> Email - 660 x 97 px Web banner - 660 x 97 px

- Please provide a url for the Sponsorship & banner to be linked to
- GIF (.gif) or PNG (.png) files, 40KB max file size

SPONSORED E-BLAST

Exhibiting at one of our events? Or maybe you have a new product announcement. Get the word out with a sponsored E-blast designed by your own team. Just send us the HTML file and we will circulate the content to our membership. Limited quantity available. Sponsored E-Blasts will be reserved on first come first served basis.

	Rates
Sponsorship Blast	\$2,000
Sponsored blast for Telecom & Technology sponsor	\$1,500

SOCIAL MEDIA

The *UTC Journal* isn't just a print publication. Each issue gets posted online and is available to the public, historically tracking 12,000 plus hits. Showcase your advertisement by sponsoring the digital issue. Get your ad placed on the introduction page online and highlighted in an E-blast to our membership.

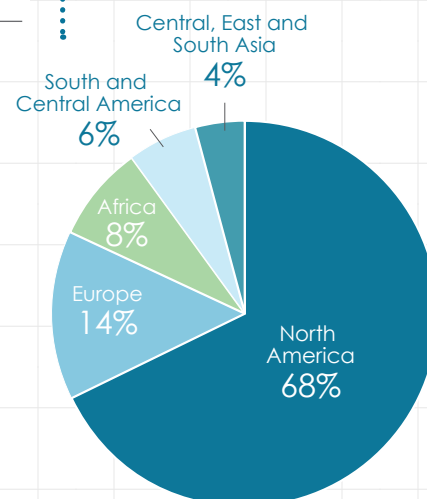
1,980
CONNECTIONS

45,432
IMPRESSIONS PER MONTH



UTC MEMBER EMAIL SUBSCRIBERS

5,000+



Geographic Breakdown of Online Readership

QUARTERLY PRINTED JOURNAL

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.

JOB FUNCTIONS OF SUBSCRIBERS

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

Highlights the value of UTC membership through case studies and member testimonials.

Workforce & Mentorship

Spotlights mentorship as a tool to bolster future work force and develop best practices.

Chairman's Corner

UTC's current Chairman of the Board welcomes readership and provides food for thought on the latest industry news.

UTC Associate Member News

Features a collection of associate member press releases and product announcements.

Best Practices Series

Presents successful best practices from leaders in the industry.

Forward!

UTC's President and CEO Joy Ditto delivers important industry issues and how they affect critical infrastructure, IT/OT and telecommunications professionals.

Vendor Spotlight

Lets our vendors tell their story and share their customer successes.

Inside Washington & Regulatory Update

Is devoted to the analysis of key regulatory and legislative updates.

Thought Leadership

Highlights ways in which UTC staff and members engage in important thought leadership in the utility industry.

Global Spotlights

Focuses on UTC global entities.

6,500

PRINT CIRCULATION

Subscriber Titles



46%

Corporate Management
Chairman, CEO, CIO,
CTO, President



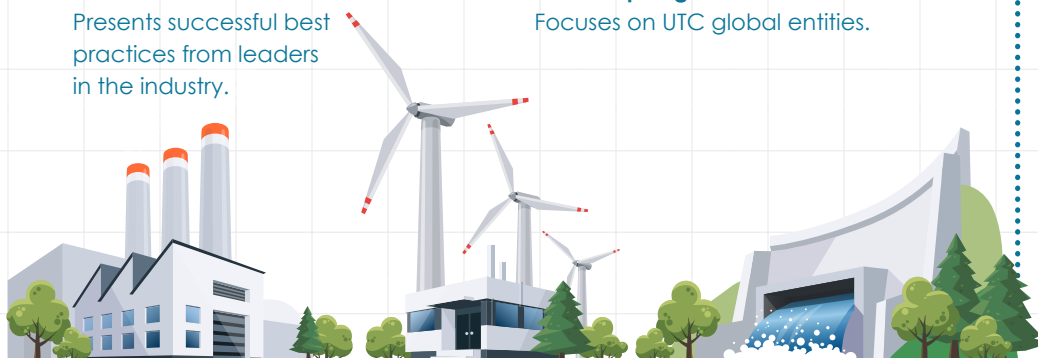
31%

Business Development &
Operations IT, Operations,
Marketing, Legal, Finance,
Regulatory



23%

Engineer IT, Operations,
Telecom 23%



2020 EDITORIAL CALENDAR

ISSUE	FEATURE TOPICS	ADS CLOSE	ADS DUE	CONTENT DUE	PUBLISH DATE
Q1	<p>SPECTRUM Utilities need access to interference-free spectrum. This is true today as it was years ago. But what's different is the changing nature of the utility itself. As utilities modernize their systems to enable more efficiency, customer engagement, and cleaner sources of electricity, their spectrum needs will grow and change as well. This issue of the Journal will explore the latest on critical bands like 6 GHz and other opportunities for growth.</p> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • UTC Spring Regional Meetings 	12.28.19	1.04.20	1/13/20	02.28.20
Q2	<p>Workforce Development Utilities are entering a critical time. In addition to updating and modernizing their grids, they are also bringing on the next generation workforce to empower these changes. In this Journal, we will focus on the UTC Foundation and how it will help address some of these questions. The issue will also discuss ways utilities can empower the next-gen workforce and transfer knowledge from one generation to the next.</p> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • UTC Telecom & Technology 	02.01.20	2.08.20	03.09.20	05.04.20
Q3	<p>Cybersecurity The threats to the grid are growing by the hour. In this issue of the Journal, we will explore what's next on the cyber landscape, including updates on federal and industry actions. What do utilities need to be focused on in this new era? What's the latest out of Washington and elsewhere? What new trends should your utility be watching?</p> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • UTC Fall Regional Meetings 	06.03.20	06.10.20	07.17.20	08.31.20
Q4	<p>DRONES Drones have the potential to dramatically change how utilities monitor and maintain their infrastructure. They also raise security concerns as well. In this issue of the Journal, we will focus on how utilities are using drones and what they need to know about the latest federal regulations. How can drones assist in storm response? This issue will feature a case study on how one utility is using drones and how it addresses the concerns drones can pose.</p>	09.05.20	09.12.20	10.19.20	12.07.20

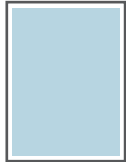
* UTC reserves the right to adjust editorial focus based on input and guidance from the Editorial Advisory Board.

** Editorial Submissions: To submit editorial ideas, case studies or items of interest to UTC's membership please email: rob.thormeyer@utc.org
Please contact Rob Thormeyer with any questions or comments.

2020 ADVERTISING RATES

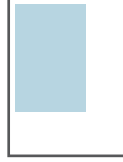
Print and Digital Media Advertising Package Discounts Bundle and save when you combine **4x issues** worth of **UTC Journal advertising** with banner advertisements in UTC's digital media programs, UTC event exhibits, and sponsorships in UTC events and webinars. To custom tailor your package, contact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

PRINTING AND PRICING SPECIFICATIONS



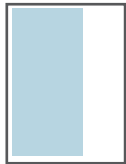
FULL PAGE

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- With Bleed: 8.5" x 11.125"
- \$3,925 x 1 Rate
- \$3,550 x 4 Rate



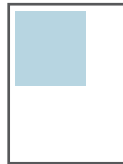
1/2 PAGE ISLAND

- Live Area: 4.75" x 7.5"
- With Bleed: 5.5" x 8.125"
- \$3,225 x 1 Rate
- \$3,000 x 4 Rate



2/3 PAGE

- Live Area: 4.75" x 10.375"
- With Bleed: 5.375" x 11.125"
- \$3,525 x 1 Rate
- \$3,225 x 4 Rate



1/3 PAGE SQUARE

- Live Area: 4.75" x 4.875"
- With Bleed: N/A
- \$2,150 x 1 Rate
- \$1,975 x 4 Rate



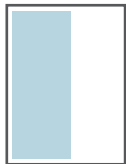
1/2 PAGE HORIZONTAL

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- \$2,725 x 1 Rate
- \$2,525 x 4 Rate



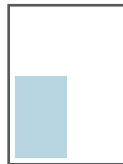
1/3 PAGE VERTICAL

- Live Area: 2.25" x 10.375"
- With Bleed: 2.875" x 11.125"
- \$2,150 x 1 Rate
- \$1,975 x 4 Rate



1/2 PAGE VERTICAL

- Live Area: 3.5" x 10.375"
- With Bleed: 4.25" x 11.125"
- \$2,725 x 1 Rate
- \$2,525 x 4 Rate



1/4 PAGE VERTICAL

- Live Area: 3.25" x 4.875"
- With Bleed: N/A
- \$1,725 x 1 Rate
- \$1,575 x 4 Rate

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

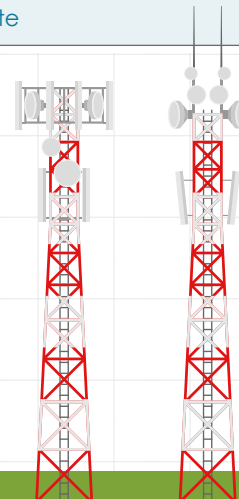


TWO - PAGE CENTERFOLD

- Live Area: 16" x 10.375"
- With Bleed: 16.75" x 11.125"
- \$6,825 x 1 Rate
- \$6,300 x 4 Rate

2020 PREMIUM ADVERTISING RATES

	1X RATE	4X RATE
Inside Front Cover	\$4,200	\$3,675
Page 3	\$4,350	\$3,950
Page 4 (Opposite Table of Contents)	\$4,450	\$4,050
Inside Back Cover	\$4,200	\$3,675
Back Cover	\$4,625	\$4,200





Utilities
Technology
Council™

CONTACT US

ADVERTISING, SPONSORSHIP, WEBINAR AND EXHIBITION SALES CONTACT:

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To submit editorial ideas, case studies or items of interest to UTC's membership,
please email: rob.thormeyer@utc.org

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