

# *Media Planner*

2021

## 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
- Voice their concerns to legislators and regulators
- Identify and capitalize on opportunities linked to deregulation worldwide
- 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

- 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 2021 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**

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

As Senior 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.



**BRITTANY LUCKETT**

Manager, Marketing  
brittany.luckett@utc.org  
202-833-6827

Brittany Luckett joined UTC in 2020 to manage UTC's digital marketing and social media communications tools. Her professional experience includes digital communications work for a non-profit organization based in Washington, DC. She received her bachelor's degree in Mass Communications: Strategic Advertising from Virginia Commonwealth University in Richmond, 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 varies trade associations helping them 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**

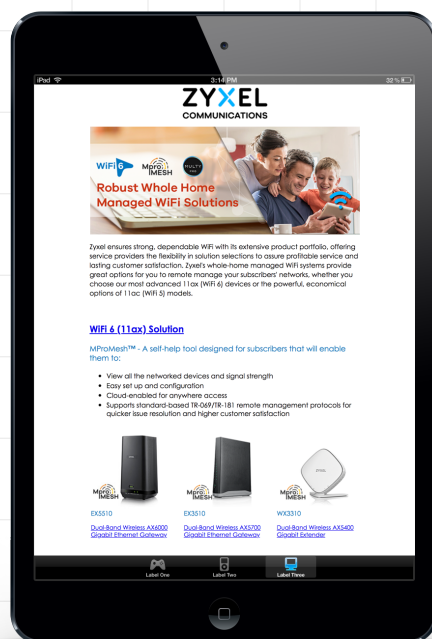
Designer  
shawn@thinkdesignsllc  
919-606-1339

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

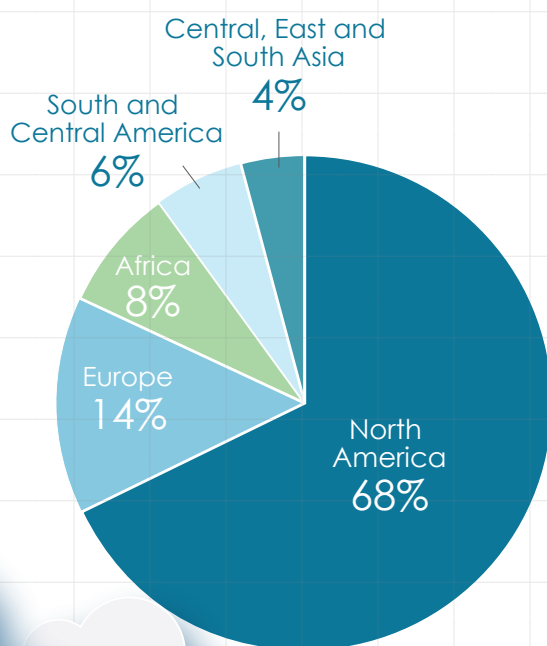
## SPONSORED E-BLAST

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
Multiple eblasts or eblasts tied with a large sponsorship contract	\$1,500
Public Service Announcement on COVID-19 from Sponsors	\$500

## Geographic Breakdown of Online Readership



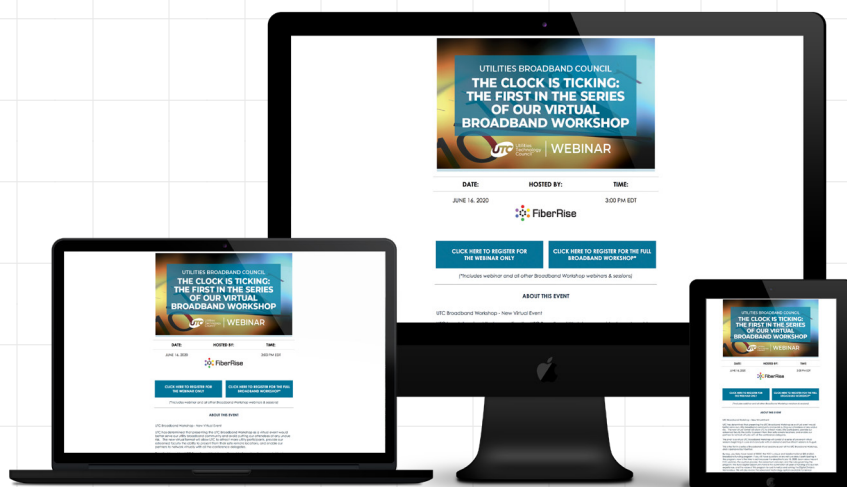
10,000+

UTC MEMBER  
EMAIL  
SUBSCRIBERS



# DIGITAL MARKETING OPPORTUNITIES

## WEBINARS & TECHNICAL TRAINING SPONSORS



**1,980**  
CONNECTIONS



**45,432**  
IMPRESSIONS PER MONTH

## SOCIAL MEDIA

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.

	Rates
<b>SPONSORED WEBINAR</b> Sponsors supply content, speakers and UTC act as moderators and run the webinar. UTC sends out 4 to 5 emails and provides the recording and leads at the end of the webinar.	\$5,000
<b>PRODUCT SHOWCASE WEBINAR</b> This opportunity offers technology partners the ability to share solutions targeted to member needs. This is limited to 3 vendors under one subject matter, each given a 15-minute time slot to present a marketing presentation. Moderated by UTC Staff.	\$1,500
<b>UTC TECHNICAL TRAINING SPONSOR</b> Sponsor a UTC Training Program that offers a paid registered attendee. You can select technical training already in our pipeline that relates to your subject matter, or you can work with us to offer your own training to our membership.	\$2,500
<b>SPECTRUM SERVICES TRAINING</b> Sponsor this training covering vital issues and techniques our industry needs. Includes exclusive banner on 4 email promotions	\$1,500

# QUARTERLY 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 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.

### Best Practices Series

Presents successful best practices from leaders in the industry.

### Forward!

UTC's President and CEO Sheryl Riggs 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.

10,000 +

CIRCULATION

## Subscriber Titles



46%

Corporate Management  
Chairman, CEO, CIO,  
CTO, President



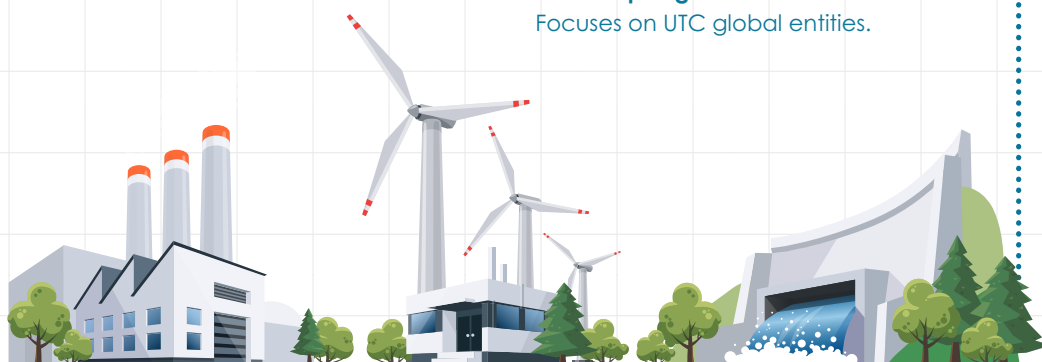
31%

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



23%

Engineer IT, Operations,  
Telecom 23%



# 2021 EDITORIAL CALENDAR

ISSUE	FEATURE TOPICS	ADS CLOSE	ADS DUE	CONTENT DUE	PUBLISH DATE
Q1	<b>LESSONS LEARNED FROM THE PANDEMIC</b> In March 2020, large swaths of the utility workforce, like millions of other workers across the country, suddenly found themselves working from home. Despite the challenges of the 2020 pandemic, the lights stayed on, and the water and gas flowed. What lessons can we learn from the mass migration of critical-infrastructure crews working from home? What steps did the industry take to prepare in advance? And what does the future hold? This edition of the Journal will address these topics and more.  <b>BONUS DISTRIBUTION</b> • UTC Spring Regional Meetings	12.28.20	1.04.21	1/13/21	02.28.21
Q2	<b>ANNUAL CONFERENCE/INCOMING CHAIR</b> The Q2 issue of the UTC Journal will focus the incoming UTC Chairman of the Board as well as highlight the 2021 Telecom & Technology Conference. It will feature articles about the conference and focus on sponsors, the agenda, and much more. It will also highlight the incoming Chair through interviews and articles.  <b>BONUS DISTRIBUTION</b> • UTC Telecom & Technology	02.01.21	2.08.21	03.09.21	05.04.21
Q3	<b>DISASTER RESPONSE</b> How has pandemic planning changed utility disaster response? In the Q3 issue of the Journal, we will drill down into how the 2020 pandemic forced utilities to alter their response plans and deal with hurricane/storm recovery in new ways. What role does technology play? How do utilities balance keeping their crews safe while also restoring services after damaging storms? How can vendors assist?  <b>BONUS DISTRIBUTION</b> • UTC Fall Regional Meetings	06.03.21	06.10.21	07.17.21	08.31.21
Q4	<b>UTILITY BROADBAND</b> Utilities empower broadband deployment. In the Q4 issue of the Journal, we will look into the FCC's Rural Digital Opportunity Fund to see how utilities are faring with funding opportunities. This issue will feature case studies on utility broadband projects. It will also highlight how partnerships between utilities and local ISPs are the key to solving the Digital Divide.	09.05.21	09.12.21	10.19.21	12.07.21

\* 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](mailto:rob.thormeyer@utc.org)  
Please contact Rob Thormeyer with any questions or comments.



# 2021 ADVERTISING RATES

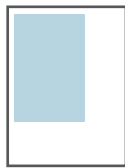
**Digital Media Advertising Package Discounts** Bundle and save when you combine **4x issues** worth of **UTC Journal advertising** with banner advertisements in UTC's digital media programs, UTC event exhibits, and sponsorships in UTC events and webinars. To custom tailor your package, contact Cheryl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

## SIZE AND PRICING SPECIFICATIONS



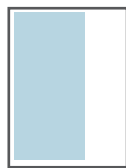
### FULL PAGE

- Live Area: 7.75" x 10.375"
- With Bleed: 8.5" x 11.125"
- \$3,550.00 x 1 Rate
- \$3,017.50 x 4 Rate



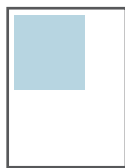
### 1/2 PAGE ISLAND

- Live Area: 4.75" x 7.5"
- With Bleed: 5.5" x 8.125"
- \$2,146.25 x 1 Rate
- \$2,525.00 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



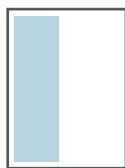
### 1/3 PAGE SQUARE

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- \$2,150 x 1 Rate
- \$1,975 x 4 Rate



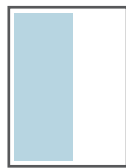
### 1/2 PAGE HORIZONTAL

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- With Bleed: 8.5" x 5.375"
- \$2,725 x 1 Rate
- \$2,525 x 4 Rate



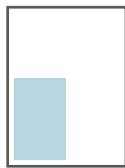
### 1/3 PAGE VERTICAL

- 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
- \$1,575.00 x 1 Rate
- \$1,338.75 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

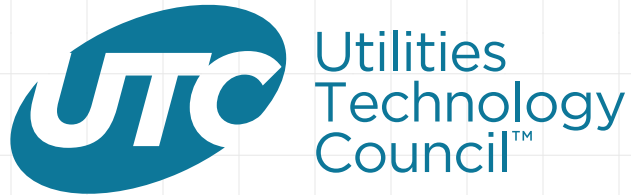
## 2021 PREMIUM ADVERTISING RATES

	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

## DIGITAL ADVERTISING RATES

	RATE
<b>UTC JOURNAL DIGITAL SPONSOR</b> Benefits include: ad in issue announcement and when you click on the issue the sponsors will have a digital message in the front of the issue.	\$2,000
<b>UTC JOURNAL CONTENT SPONSORS</b> Message and banner ad go out with the content email.	\$1,000





## CONTACT US

### **ADVERTISING, SPONSORSHIP, WEBINAR AND EXHIBITION SALES CONTACT:**

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202.833.6811

### **EDITORIAL SUBMISSIONS**

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

### **PRESS RELEASES**

Please add us to your corporate press releases by including the following  
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### **WEBINAR SUBMISSION**

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