



# MEDIA STRATEGY PLANNER

2022

The ultimate guide through the digital media opportunities for engagement and interactions with UTC's unique audience.



Utilities  
Technology  
Council™

# MEDIA KIT OVERVIEW

At UTC, we have always made it our goal to drive innovation, foster collaboration and influence public policy. This 2022 Media Strategy Planner is your guide to the different digital media offerings that UTC encourages its members to take advantage of. There are various opportunities for you to explore that will help drive your creativity throughout the next calendar year. Although the last two years have been a roller coaster ride for most of us, UTC has remained resilient and motivated. Share your message with us and we will help you assemble it in a creative way. Let's get started!

## MEDIA STRATEGY PLANNER



Brittany Lockett 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.

**BRITTANY LUCKETT**  
Manager, Marketing

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202-833-6827



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.

**CHERYL STRATOS**  
National Sales Representative

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703-926-5615



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.

**SHAWN MCCLAFFERTY**  
Designer

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919-606-1339

# DIGITAL MARKETING

RATES	
<b>Sponsored eBlast</b>	<b>\$2,000</b>

## SPONSORED E-BLAST

Exhibiting at one of our events? Or maybe you have a new product announcement. Either way, let us help you spread the word! An “eBlast” is the quickest, most proficient way to reach our audience of over 13,500 subscribers. Send us your design in HTML format with images (embedded), and subject line. We will take it from there!



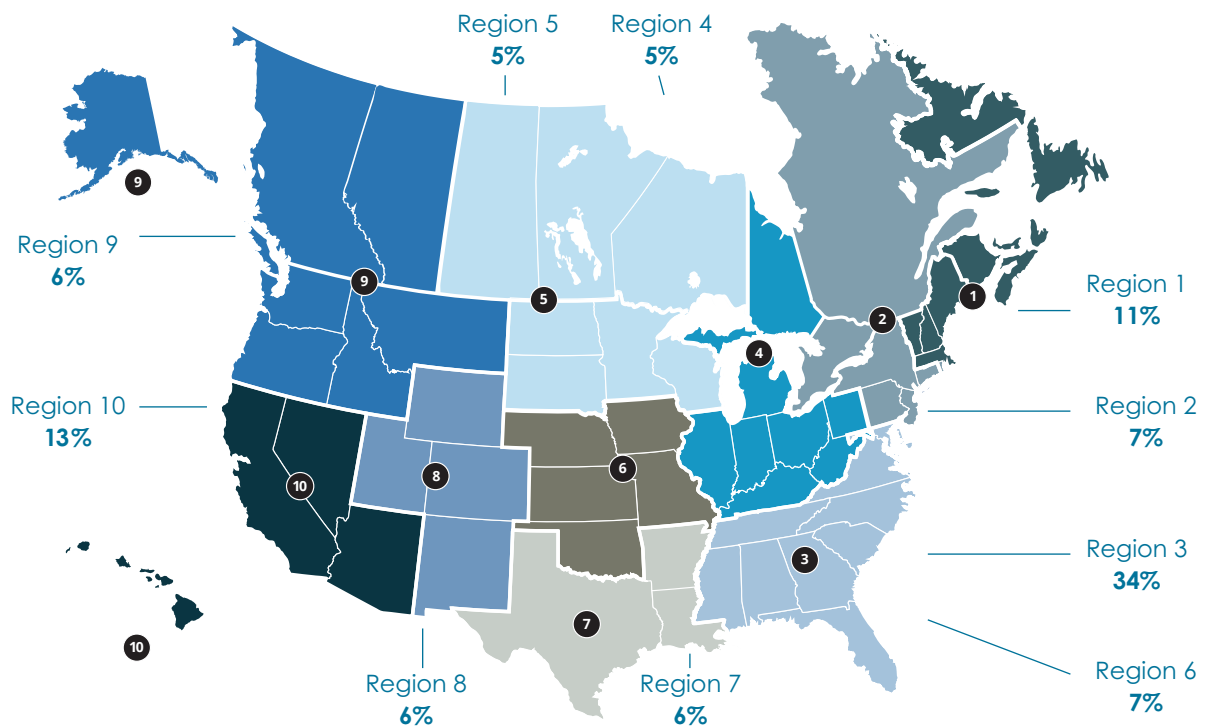
**13,500 +**  
UTC MEMBER  
EMAIL  
SUBSCRIBERS

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**10%**  
OPEN RATE

eBlast Add-Ons	Rates
Each Additional eBlast	\$1,500
Public Service Announcement from Sponsors	\$500

## Geographic Breakdown of Online Readership



# PODCAST

## PODCAST SPONSORSHIP OPPORTUNITIES

UTC sits at the intersection of the energy and tech industries that empower this new world. Join us as we discuss the people and policies shaping these changes!



UTC Podcast Sponsorship Opportunities	Rates
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<p><b>One (1) Episode Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Email promotions to thousands of UTC's individual members and non-members contacts</li> <li>• Social media outreach via LinkedIn and Twitter</li> <li>• Sponsor's company logo on the email invitation</li> <li>• 60 Second sound bit to promote sponsor before each podcast begins</li> <li>• Engagement reports and other details to be determined</li> <li>• UTC staff coordination of the podcast (moderate, provide introduction, manage Q&amp;A session, summarize with closing notes)</li> <li>• Online access to a recording of your sponsored podcast for on-demand viewing</li> <li>• Podcast posted</li> </ul>	<b>\$500</b>
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<p><b>Six (6) Episode Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor provides 60 Second sound bite promotion script to promote sponsor play before each podcast begins</li> <li>• Eblast to thousands of UTC's individual members and non-members contacts</li> <li>• Social media outreach via LinkedIn and Twitter</li> <li>• Sponsor's company logo on the eblast &amp; social media graphic</li> <li>• Engagement reports and other details to be determined</li> <li>• UTC staff coordination of the podcast (moderate, provide introduction, manage Q&amp;A session, read promo script)</li> <li>• Online access to a recording of your sponsored podcast for on-demand viewing</li> </ul>	<b>\$2,500</b>
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<p><b>Twelve (12) Episode Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor provides 60 Second sound bite promotion script to promote sponsor play before each podcast begins</li> <li>• Eblast to thousands of UTC's individual members and non-members contacts</li> <li>• Social media outreach via LinkedIn and Twitter</li> <li>• Sponsor's company logo on the eblast &amp; social media graphic</li> <li>• Engagement reports and other details to be determined</li> <li>• UTC staff coordination of the podcast (moderate, provide introduction, manage Q&amp;A session, read promo script)</li> <li>• Online access to a recording of your sponsored podcast for on-demand viewing</li> </ul>	<b>\$5,000</b>
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# CONTENT MARKETING OPPORTUNITIES

Rates

**SPONSORED WEBINAR**

**\$5,000**

Sponsor supplies the content and speaker(s), UTC provides the moderator(s) to run the webinar. UTC schedules a minimum of 4 eBlasts prior to the webinar and provides required post-webinar items (i.e. leads, etc). All webinars are recorded and available for on-demand playback.

*Confirm two or more webinars in an annual agreement - \$4,500 each.*

**WEBINARS, TECHNICAL TRAINING SPONSORS & PODCAST SPONSORSHIP**



Rates

**PRODUCT SHOWCASE COMMERCIAL**

\$1,500

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.

**UTC TECHNICAL TRAINING SPONSOR WEBINAR**

\$2,500

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.

**SPECTRUM SERVICES TRAINING WEBINAR**

\$1,500

Sponsor this training covering vital issues and techniques our industry needs. Includes exclusive banner on 4 email promotions

**SPONSORSHIP OPPORTUNITIES**

Sponsorship opportunities would be Workforce Development, UTC Podcast and Innovation Lab

Contact Cheryl Stratos



**2,396**  
CONNECTIONS



**2,177**  
FOLLOWERS

# 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.

	Rates
<b>SPONSORED CONTENT</b>	\$3,550
Sponsors supply their own content, 1500 words , plus banner ad in content push to members (see page 4, digital marketing opportunities). Add a full page ad to this package for \$1,000	

## 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.

### Chair's Corner

UTC's current Chair 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.

### Vendor Spotlight

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

### Forward!

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

### 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.

# 46%

Corporate Management  
Chair, CEO, CIO,  
CTO, President

# 31%

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

# 23%

Engineer IT, Operations,  
Telecom 23%



# 2022 EDITORIAL CALENDAR

ISSUE	FEATURE TOPICS	ADS CLOSE	ADS DUE	CONTENT DUE	PUBLISH DATE
Q1	<p><b>2022 ROAD MAP</b> The Q1 issue of the UTC journal will focus on what is in the 2022 pipeline for UTC. This is your chance to map out your year with UTC and prepare for the different in-person and virtual opportunities that are set for the year.</p> <p><b>BONUS DISTRIBUTION</b></p> <ul style="list-style-type: none"> <li>• UTC Spring Regional Meetings</li> </ul>	02.02.22	02.09.22	02.09.22	03.02.22
Q2	<p><b>ANNUAL CONFERENCE/INCOMING CHAIR</b> The Q2 issue of the UTC Journal will focus the incoming UTC Chair of the Board as well as highlight the 2022 Telecom &amp; 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.</p> <p><b>BONUS DISTRIBUTION</b></p> <ul style="list-style-type: none"> <li>• UTC Telecom &amp; Technology</li> </ul>	04.06.22	04.13.22	04.13.22	05.04.22
Q3	<p><b>BROADBAND</b> Utilities empower broadband deployment. 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.</p>	08.03.22	08.10.22	08.10.22	08.31.22
Q4	<p><b>DISASTER RESPONSE</b> How has pandemic planning changed utility disaster response? In the Q4 issue of the Journal, we will drill down into how the 2020-2021 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?</p>	11.09.22	11.16.22	11.16.22	12.07.22

## SOCIAL MEDIA

Each Journal edition is promoted on social media for download and obtains about an 8% engagement rate, four times the average rate.




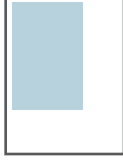

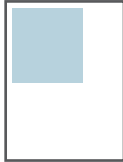
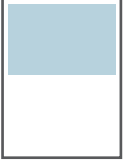
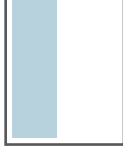

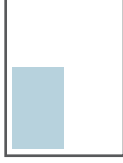

\* UTC reserves the right to adjust editorial focus based on input and guidance from the Editorial Advisory Board.

\*\* Editorial Submissions: To submit editorial ideas, case studies or items of interest to UTC's membership please email: [brittany.luckett@utc.org](mailto:brittany.luckett@utc.org)  
Please contact Brittany Luckett with any questions or comments.

# 2022 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 or email at [cheryl.stratos@utc.org](mailto:cheryl.stratos@utc.org) today.

## SIZE AND PRICING SPECIFICATIONS FOR DIGITAL ADS

	<b>FULL PAGE</b> <ul style="list-style-type: none"> <li>• Live Area: 7.75" x 10.375"</li> <li>• With Bleed: 8.5" x 11.125"</li> <li>• \$3,550.00 x 1 Rate</li> <li>• \$3,017.50 x 4 Rate</li> </ul>		<b>1/2 PAGE ISLAND</b> <ul style="list-style-type: none"> <li>• Live Area: 4.75" x 7.5"</li> <li>• With Bleed: 5.5" x 8.125"</li> <li>• \$2,146.25 x 1 Rate</li> <li>• \$2,525.00 x 4 Rate</li> </ul>
	<b>2/3 PAGE</b> <ul style="list-style-type: none"> <li>• Live Area: 4.75" x 10.375"</li> <li>• With Bleed: 5.375" x 11.125"</li> <li>• \$3,525 x 1 Rate</li> <li>• \$3,225 x 4 Rate</li> </ul>		<b>1/3 PAGE SQUARE</b> <ul style="list-style-type: none"> <li>• Live Area: 4.75" x 4.875"</li> <li>• With Bleed: N/A</li> <li>• \$2,150 x 1 Rate</li> <li>• \$1,975 x 4 Rate</li> </ul>
	<b>1/2 PAGE HORIZONTAL</b> <ul style="list-style-type: none"> <li>• Live Area: 7.25" x 4.875"</li> <li>• With Bleed: 8.5" x 5.375"</li> <li>• \$2,725 x 1 Rate</li> <li>• \$2,525 x 4 Rate</li> </ul>		<b>1/3 PAGE VERTICAL</b> <ul style="list-style-type: none"> <li>• Live Area: 2.25" x 10.375"</li> <li>• With Bleed: 2.875" x 11.125"</li> <li>• \$2,150 x 1 Rate</li> <li>• \$1,975 x 4 Rate</li> </ul>
	<b>1/2 PAGE VERTICAL</b> <ul style="list-style-type: none"> <li>• Live Area: 3.5" x 10.375"</li> <li>• With Bleed: 4.25" x 11.125"</li> <li>• \$2,725 x 1 Rate</li> <li>• \$2,525 x 4 Rate</li> </ul>		<b>1/4 PAGE VERTICAL</b> <ul style="list-style-type: none"> <li>• Live Area: 3.25" x 4.875"</li> <li>• With Bleed: N/A</li> <li>• \$1,575.00 x 1 Rate</li> <li>• \$1,338.75 x 4 Rate</li> </ul>
<p>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 <a href="mailto:Cheryl.stratos@utc.org">Cheryl.stratos@utc.org</a></p>			<b>TWO - PAGE CENTERFOLD</b> <ul style="list-style-type: none"> <li>• Live Area: 16" x 10.375"</li> <li>• With Bleed: 16.75" x 11.125"</li> <li>• \$6,825 x 1 Rate</li> <li>• \$6,300 x 4 Rate</li> </ul>

## 2022 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 (Opposite front cover and back page)	\$4,625	\$4,200

**Premier position pages includes one banner ad in the UTC Journal Content Notification**

## DIGITAL ADVERTISING RATES

	RATE
<b>UTC JOURNAL DIGITAL SPONSOR WITH AD</b>	\$2,000
<b>UTC JOURNAL DIGITAL SPONSOR</b>	\$3,000
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.	
<b>UTC JOURNAL SPONSORED CONTENT</b>	\$3,550
1500 word article, plus a banner ad in one content push for their editorial	
<b>UTC JOURNAL EBLAST BANNER AD SPONSORS</b>	\$1,000
Featured article banner ad eBlast push, top position, second banner ad position \$500	
750 x 97 pixels, JPEG, GIF or PNG	





Utilities  
Technology  
Council™

# Thank You

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



Cheryl Stratos,  
2550 South Clark Street,  
Suite 960,  
Arlington, VA 22202



202.833.6811



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

## EDITORIAL SUBMISSIONS

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

## PRESS RELEASES

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

## WEBINAR SUBMISSION

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

