



MEDIA STRATEGY PLANNER

2023-2024

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 2023-2024 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 TEAM



Brittany Luckett is the Utilities Technology Council's Interim Director of Communications, Publications, and Media. She manages all outgoing communications, including the UTC Journal and regional & national meeting marketing collateral.

Brittany comes to UTC with experience in strategic advertising and marketing, social media management, and copywriting. She is the staff liaison to the UTC Foundation.

Brittany received her bachelor's degree in Communications with a Strategic Advertising major and Political Science minor, from the Virginia Commonwealth University, Richmond, Va. When not at UTC, she is at the dog park with her black labradoodle, Howie.

BRITTANY LUCKETT

Interim Director, Communications and Media Relations

brittany.luckett@utc.org



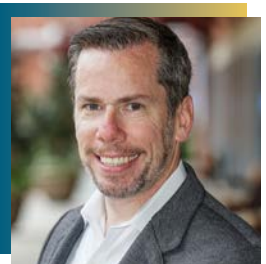
For more than 25 year's, Cheryl Stratos has worked in the Utility construction and communications space representing various trade associations. Ms. Stratos has a strong background in economics and has extensive experience in research and program development. She is active in the association community and a volunteer Board member of the Melanoma Research Foundation, chairing the Development Council and serving on the Executive Committee. She also consults with various 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

cheryl.stratos@utc.org

202-833-6811



Shawn McClafferty has over more than 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

shawn.mcclafferty@utc.org

919-606-1339

DIGITAL MARKETING

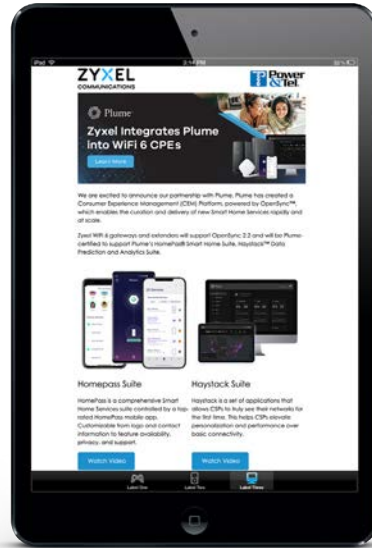
RATES

Sponsored eBlast

\$2,000

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 more than 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

21%
OPEN RATE

eBlast Add-Ons

Rates

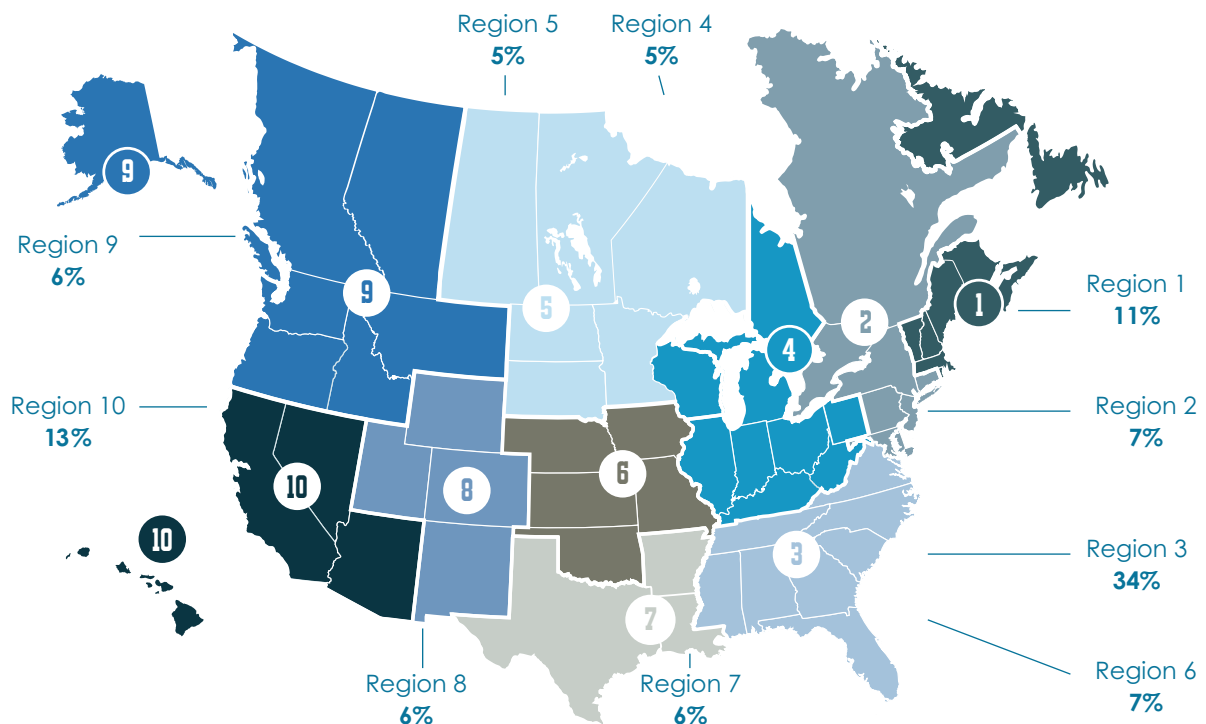
Each Additional eBlast

\$1,500

Public Service Announcement from Sponsors

\$500

Geographic Breakdown of Online Readership



THE INTERSECTION 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
<https://utc-intersection.fireside.fm/episodes>



UTC Podcast Sponsorship Opportunities

Rates

One (1) Episode Sponsorship

\$500

- Email promotions to thousands of UTC's individual members and non-members contacts
- Social media outreach
- Sponsor's company logo on the email invitation
- 60 Second sound bite to promote sponsor before each podcast begins
- Engagement reports and other details to be determined
- UTC staff coordination of the podcast (moderate, provide introduction, manage Q&A session, summarize with closing notes)
- Online access to a recording of your sponsored podcast for on-demand listening
- Podcast posted to UTC.org.

Six (6) Episode Sponsorship

\$2,500

- Sponsor provides 60 Second sound bite promotion script to promote sponsor play before each podcast begins
- Eblast to thousands of UTC's individual members and non-members contacts
- Social media outreach
- Sponsor's company logo on the eblast & social media graphic
- Engagement reports and other details to be determined
- UTC staff coordination of the podcast (moderate, provide introduction, manage Q&A session, read promo script)
- Online access to a recording of your sponsored podcast for on-demand viewing
- Podcast posted to UTC.org and major streaming platforms.

Video Podcast Sponsor

\$1,000

- Sponsor provides 60 Second video promotion script to promote sponsor play before each podcast begins
- Eblast to thousands of UTC's individual members and non-members contacts
- Social media outreach
- Sponsor's company logo on the eblast & social media graphic
- Engagement reports and other details to be determined
- UTC staff coordination of the podcast (moderate, provide introduction, manage Q&A session)
- Online access to a recording of your sponsored podcast for on-demand listening
- Podcast posted to UTC.org and major streaming platforms.



CONTENT MARKETING OPPORTUNITIES

Rates

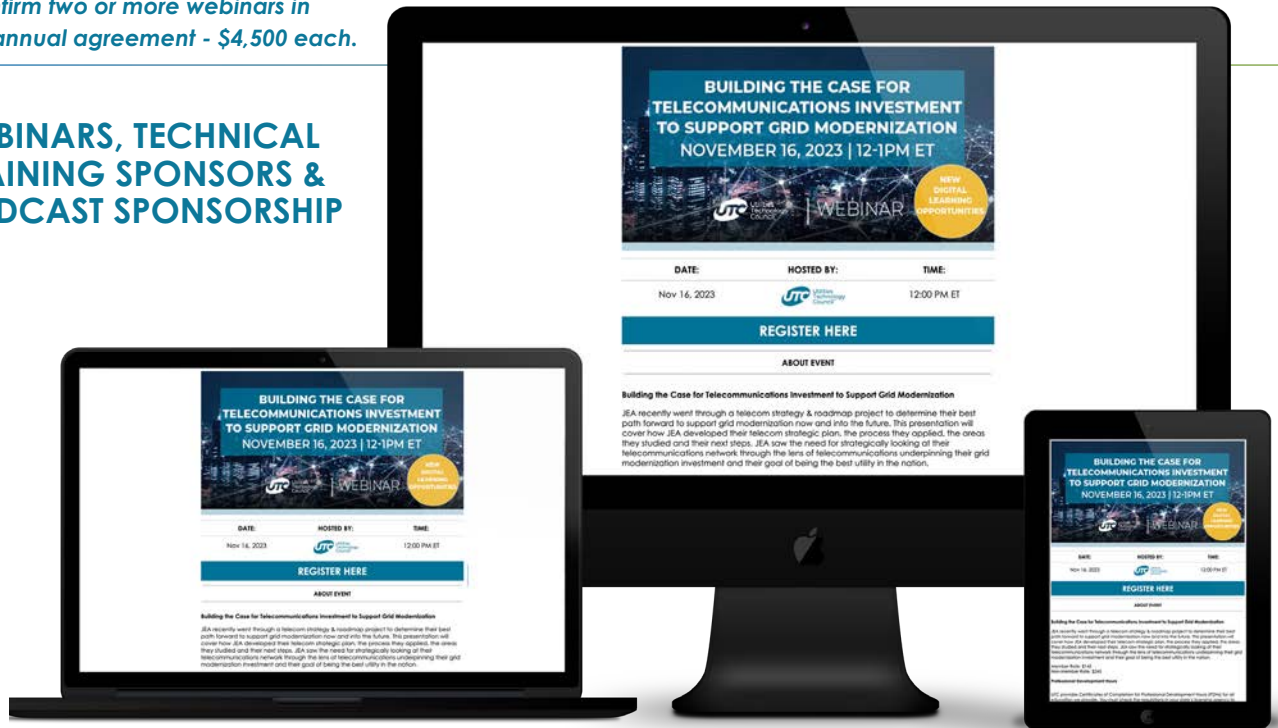
SPONSORED WEBINAR

\$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 with a 15-minute time slot to present a marketing presentation. Moderated by UTC Staff.

SPECTRUM SERVICES TRAINING WEBINAR

\$1,500

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

UTC TECHNICAL TRAINING SPONSOR WEBINAR

\$2,500

Sponsor a UTC Training Program that offers a paid registered attendee technical insight into the current challenges facing the industry. 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.



3,451
FOLLOWERS



2,229
FOLLOWERS
(FKA TWITTER)

As of 10/18/2023

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 editorials 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
SPONSORED CONTENT	\$3,550
Sponsors supply their own content, 1,500 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.

Chair's Corner

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

Vendor Spotlight

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

Trending Topics

Spotlights mentorship as a tool to bolster future work force and develop best practices. Highlights ways in which UTC staff and members engage in important thought leadership in the utility industry. Topics that effect the utility industry from financial, cybersecurity, broadband, and technical.

President and CEO Corner

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

Inside Washington & Regulatory Roundtable

Provides analysis of key regulatory and legislative updates.

General Perspectives

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

Security Spot

An industry snapshot of the latest cyber and physical security developments that matter to ICT professionals.

46%

Corporate Management:
Chair, President, CEO,
CIO, CTO

31%

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

23%

Engineer IT, Operations,
Telecom



2024 EDITORIAL CALENDAR

Each issue includes a print run for distribution at UTC regional meetings, UTC Telecom & Technology annual conference, and additional industry events.

ISSUE	FEATURED THEMES	ADS DUE	PUBLISH DATE
Q1	Cyber Resiliency & Recovery	02.14.24	02.28.24
Q2	UTC T&T 2024: Unmask Utility Training & Education	04.22.24	05.06.24
Q3	The Value of Membership	07.31.24	08.14.24
Q4	Emerging Technology & Innovation	11.06.24	11.26.24



SOCIAL MEDIA

Each Journal edition is promoted on social media for download and obtains about a 6.5% engagement rate, two times the average rate.



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


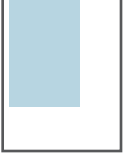

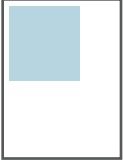
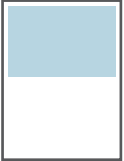




** Editorial Submissions: To submit editorial ideas, case studies or items of interest to UTC's membership please email: brittany.luckett@utc.org

Please contact Brittany Luckett with any questions or comments.

2023-2024 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 today.

SIZE AND PRICING SPECIFICATIONS FOR DIGITAL ADS

	FULL PAGE <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <p>Live Area: 4.75" x 4.875"</p> <p>With Bleed: N/A</p> <ul style="list-style-type: none"> • \$2,150 x 1 Rate • \$1,975 x 4 Rate
	1/2 PAGE HORIZONTAL <ul style="list-style-type: none"> • Live Area: 7.25" x 4.875" • With Bleed: 8.5" x 5.375" • \$2,725 x 1 Rate • \$2,525 x 4 Rate 		1/3 PAGE VERTICAL <p>Live Area: 2.25" x 10.375"</p> <p>With Bleed: 2.875" x 11.125"</p> <ul style="list-style-type: none"> • \$2,150 x 1 Rate • \$1,975 x 4 Rate
	1/2 PAGE VERTICAL <ul style="list-style-type: none"> • 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 <p>Live Area: 3.25" x 4.875"</p> <p>With Bleed: N/A</p> <ul style="list-style-type: none"> • \$1,575.00 x 1 Rate • \$1,338.75 x 4 Rate
<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 Cheryl.stratos@utc.org</p>			TWO - PAGE CENTERFOLD <ul style="list-style-type: none"> • Live Area: 16" x 10.375" • With Bleed: 16.75" x 11.125" • \$6,825 x 1 Rate • \$6,300 x 4 Rate

2023-2024 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
UTC JOURNAL DIGITAL SPONSOR WITH AD	\$2,000
UTC JOURNAL DIGITAL SPONSOR	\$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.	
UTC JOURNAL SPONSORED CONTENT	\$3,550
1,500 word article, plus a banner ad in one content push for their editorial	
UTC JOURNAL EBLAST BANNER AD SPONSORS	\$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 SALES CONTACT:



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Suite 960,
Arlington, VA 22202



202-833-6811



cheryl.stratos@utc.org

EDITORIAL SUBMISSIONS

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

WEBINAR SUBMISSION

To get added to the webinar presentation schedule,
contact: cynthia.perez@utc.org

