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CALENDAR, AD SPECS + RATES

March June August October December

Ad Space Reservations Due 2/4/19 4/24/19 6/26/19 8/26/19 10/25/19

Ad Materials Due Date 2/11/19 5/1/19 7/3/19 9/3/19 11/1/19

Issue Focus

Truck Bodies Telematics

Breaking Ground: Digger
Derricks, Backhoes and Trenching Equipment

Aerial Equipment Safety

Event Coverage

NTEA Work Truck Show
Electric Utility Fleet Managers Conference
APWA’s PWX
ICUEE
ATSSA Traffic Expo

Maintenance

Maintenance Products Replacement Parts/Tires Outsourcing Solutions Winterizing Your Fleet Maintenance Bay Lifts and Products

Management

Leasing Strategies The Future of Fleet Rightsizing Strategies Hiring Strategies Driver Safety

Smart Fleets

Latest Developments in Alternative Fuel Vehicles
Connected Fleet Fuel Management
Idle Reduction Electrification

Equipment

Vehicle Accessories All-Terrain Vehicles Trailers Light-Duty Vehicles All-Terrain Vehicles Technology

New Fleet Technologies Latest Developments in Autonomous Vehicles Drone Technology Software and Apps Safety Technologies

Safety Column

Focus on Fleet Safety

Bonus Distribution

NTEA Work Truck Show; NAFA; ACT Expo; iP Utility Safety Conference & Expo Electric Utility Fleet Managers Conference APWA’s PWX iP Utility Safety Conference & Expo; ICUEE ATSSA Traffic Expo

2019 EDITORIAL CALENDAR

2019 ADVERTISING SPECS

Ad Sizes

Full Page / Trim Size .............................. 8.5'' x 10.875''

Full Page / Full Bleed ........................... 8.75'' x 11.125''

Full Page / Non-Bleed ............................. 7'' x 10''

2/3 Page ..................................................... 4.5'' x 10''

1/3 Square ............................................ 4.5'' x 4.875''

1/3 Vertical ............................................. 2.125'' x 10''

1/2 Island .............................................. 4.5'' x 7.375''

1/2-Page Horizontal ................................ 7'' x 4.875''

1/4 Page ............................................ 3.375'' x 4.875''

2-Page Spread / Trim Size ...................... 17'' x 10.875''

2-Page Spread / Full Bleed ....................... 17.25'' x 11.125''

Advertising rates above are gross

Size 1x 3x 6x

Full Page 3970  3840  3650

2/3 Page 3380  3290  3100

1/2 Island 3150  3020  2910

1/2 Page 3040  2820  2670

1/3 Page 2620  2490  2420

1/4 Page 2110  1980  1870

2019 ADVERTISING RATES PREMIUM POSITIONS

Cover 2, Cover 3 .................................................. Plus 20%

Cover 4 ................................................................. Plus 25%

All other positions ................................................. Plus 15%

ELECTRONIC MEDIA

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Files may be submitted via email or uploaded to our file transfer site. Contact publisher when uploading large files.
Our Community is the $109 Billion Utility Industry

EEI projects that Investor-Owned Utilities will spend $109B on capital expenditures in 2019.

Source: EEI Industry Capital Expenditures with Functional Detail (July 2018)

38,000+ Social media followers that are engaged through Facebook, Twitter & LinkedIn

25,000+ Total subscribers to Incident Prevention Magazine & Utility Fleet Professional Magazine

100+ Classes attended by thousands of utility safety professionals

514,000+ Annual page views on our websites with 8.5 pages viewed per session

2 Major conference & expo events that draw key decision-makers from across the country

The UBM Mission

To bring utility business communities together to promote safety, innovation, education and best practices. We do this through our network of publishing and education offerings.
Welcome to Utility Fleet Professional, the leading publication dedicated to the informational needs of fleet and maintenance managers who serve utilities, utility contractors, communications providers and public works organizations. Since its launch in 2011, UFP has been embraced by the industry and has become the leading source of information for the utility fleet marketplace. UFP is published five times annually; bonus distribution will occur at key industry events, including APWA's PWX, ATSSA, EUFMC, ICUEE, NAFA, NTEA Work Truck Show and SEMA. Your advertising investment in UFP will put your brand front and center when buying decisions are being made. Connect with us today and we'll be happy to work with you to develop an advertising package that meets your budget and helps you reach your goals.
UTILITY FLEET PROFESSIONAL is the go-to source for today’s utility fleet leaders. Whether it’s in print, online or via custom solutions, UFP is the place to promote your business and build your brand.

WHY ADVERTISE IN UTILITY FLEET PROFESSIONAL?

- **Reach** more than 7,000 fleet, operations and maintenance professionals in the United States and Canada.
- **Get exposure** and distribution at key industry buying events such as ICUEE, EUFMC, NAFA, the NTEA Work Truck Show and APWA’s PWX.
- **Be a part** of the leading publication serving the needs of the utility fleet and equipment market.
- **Grow** in the utility market where almost $2 trillion in cumulative investment and new T&D infrastructure will be needed by 2024, of which, vehicles, trucks and related equipment are necessary to get the job done.

D I G I T A L

Engage utility fleet and operations professionals with our comprehensive suite of digital products.

**E-NEWSLETTERS**
- Utility Fleet Insider
- Utility Fleet Safety

**SPONSORSHIPS**
- E-Newsletter Sponsorships
- Whitepapers
- Vendor Videos

If you have a product you would like featured in a future e-newsletter, please send a high-resolution photo and 200-word press release to production@utilitybusinessmedia.com. We will feature products as space allows.

**DIGITAL RATES**

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Non-Print Advertisers</th>
<th>Print Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner Ads – 550 x 200 pixels</td>
<td>$1200/issue</td>
<td>$700/issue</td>
</tr>
<tr>
<td>Half Banner Ads – 250 x 200 pixels</td>
<td>$800/issue</td>
<td>$500/issue</td>
</tr>
<tr>
<td>E-Newsletter Sponsorship</td>
<td>$2900/issue</td>
<td>$1600/issue</td>
</tr>
</tbody>
</table>

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**2019 EDITORIAL CALENDAR**

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<tr>
<th>Issue Focus</th>
<th>Event Coverage</th>
<th>Maintenance</th>
<th>Management</th>
<th>Smart Fleets</th>
<th>Equipment</th>
<th>Technology</th>
<th>Safety Column</th>
<th>Bonus Distribution</th>
</tr>
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<tbody>
<tr>
<td>Truck Bodies</td>
<td>NTEA Work Truck Show</td>
<td>Maintenance Products</td>
<td>Leasing Strategies</td>
<td>Latest Developments in Alternative Fuel Vehicles</td>
<td>Vehicle Accessories</td>
<td>New Fleet Technologies</td>
<td>Focus on Fleet Safety</td>
<td>NTEA Work Truck Show; NAFA; ACT Expo; IP Utility Safety Conference &amp; Expo</td>
</tr>
<tr>
<td>Telematics</td>
<td>Electric Utility Fleet Managers Conference</td>
<td>Replacement Parts/Tires</td>
<td>The Future of Fleet</td>
<td>Connected Fleet</td>
<td>All-Terrain Vehicles</td>
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<td>Rightsizing Strategies</td>
<td>Fuel Management Solutions</td>
<td>Trailers</td>
<td>Drone Technology</td>
<td>Focus on Fleet Safety</td>
<td>APWA’s PWX</td>
</tr>
<tr>
<td></td>
<td>ATSSA Traffic Expo</td>
<td>Maintenance Bay Lifts and Products</td>
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<td>Electrification</td>
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<table>
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<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>3970</td>
<td>3840</td>
<td>3650</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>3380</td>
<td>3290</td>
<td>3100</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>3150</td>
<td>3020</td>
<td>2910</td>
</tr>
<tr>
<td>1/2 Page</td>
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**TRIM SIZE & BLEED**

- Trim Size: 8.5" x 10.875"
- Bleed Size: 8.75" x 11.125"

(Add 1/8" of background all around ad for bleed.)

Spread Bleed Ad: 17.25" x 11.125"

Keep live matter at least 1/4" from trim.

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Maintenance Bay Lifts

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