RESERVE YOUR BOOTH
MEET hundreds of utility decision-makers from across the country:
Limited Space! ALWAYS A SOLD-OUT EVENT! Get more info at utilitiesafetyconference.com/exhibit

- Safety Leaders
- Fleet Managers
- Operations Professionals

UTILITY SAFETY 2019
DENVER, TX
APRIL 30 - MAY 2
NOVEMBER 19 - 21, 2019

CALENDAR, AD SPECS + RATES
February/March April/May June/July August/September October/November December/January
Ad Space Reservations Due 1/21/19 3/20/19 5/20/19 7/22/19 8/16/19 11/20/19
Ad Materials Due Date 1/28/19 3/27/19 5/27/19 7/29/19 8/23/19 11/27/19

Issue Focus
- FR Clothing
- Fall Protection Training
- Grounding
- FR Clothing
- PPE

Management Topic
- Human Performance
- Record Keeping
- Incident Investigation
- Behavioral Safety
- Employee Training
- Safety Leadership

PPE Focus
- Hearing Protection
- Hand and Skin Protection
- FR Clothing
- Eye Protection
- Head Protection
- Footwear

Safe Equipment
- Operations
- Aerial Operations
- Underground Operations

Bonus Distribution
- PCCA Annual Convention
- CGA Conference
- iP Utility Safety Conference & Expo
- ASSP APWA's PWX
- iP Safety Utility Safety Conference & Expo;
- International Lineman's Rodeo;
- ICUEE ATSSA Traffic Expo

2019 EDITORIAL CALENDAR
www.incident-prevention.com

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''

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

Advertising rates above are gross

2019 ADVERTISING RATES PREMIUM POSITIONS
- Cover 2, Cover 3: Plus 20%
- Cover 4: Plus 25%
- All other positions: Plus 15%

ELECTRONIC MEDIA
Digital files must be submitted in press-ready tiff, eps or high-resolution pdf format. Minimum resolution is 300 ppi. ALL COLOR FILES MUST BE IN CMYK MODE. Convert all RGB and/or spot colors to CMYK before submitting ad. Files may be submitted via email or uploaded to our file transfer site. Contact publisher when uploading large files.

TRIM SIZE & BLEED
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Keep live matter at least 1/4'' from trim.

Please send print and digital ad materials to: production@utilitybusinessmedia.com For inquiries, call 815-459-1796.

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Audience

Reach more than 18,000 Utility Safety Professionals

Market

- Electric Utilities
  - Investor-Owned
  - Municipal
  - Co-op/Rural
  - Power Generation
  - Wind Generation

- Utility Contractors
- Communications Providers
- Gas Utilities

Primary Job Function of iP Readers:

All readers have utility safety responsibilities, with almost 50% having direct safety titles. iP is the leading safety publication that has its focus on the utility safety job function.

Immediate ROI!

Within three weeks of Zanfel’s first ad in Incident Prevention, phone calls requesting additional product information for Zanfel Poison Ivy Wash were being received, and those calls continue to come in. iP is definitely a good spend for limited marketing funds.

– Steve Sider, Zanfel Laboratories, Inc.

Markets Reached by iP Include:

- Electric/Gas Utilities 66%
- Utility Contractors 14%
- Communications Providers 4%
- Municipalities/Public Works 4%
- Other 3%
- Manufacturers/Suppliers 2%
- Education/Consulting 4%
- Other 7%

66% of the audience is employed by electric and gas utilities, with more than 50% coming from electric utilities.

Source: August 2016 Reader Survey

www.incident-prevention.com
INCIDENT PREVENTION is the go-to source for today’s utility safety leaders. Whether it’s in print, online, at conferences or via custom solutions, iP is the place to promote your business and build your brand.

PLATFOMS

PRINT

WHY ADVERTISE IN INCIDENT PREVENTION?

• Highly targeted audience – reach more than 18,000 utility safety professionals.
• Build your brand – combination packages of print/digital/expo offer marketers unsurpassed visibility in the utility marketplace.
• Mobile-friendly digital edition with growing readership gives even greater visibility to your ad.
• Preferred source – ranked #1 publication for utility safety information by readers.
• Deep user engagement – more than 60% of readers spend 30 minutes or more reading each issue of the magazine.
• Growing market – almost $2 trillion in cumulative investment in new T&D infrastructure will be needed by 2024, according to a study by the Northeast Group, LLC.

DIGITAL

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

E-NEWSLETTERS
• Tailgate Topics
• Utility Safety Products
• 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>
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<tr>
<td>E-Newsletter Sponsorship</td>
<td>$2900/issue</td>
<td>$1600/issue</td>
</tr>
</tbody>
</table>

Contact Info
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Web: www.utilitybusinessmedia.com

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rich@utilitybusinessmedia.com

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