To bring utility business communities together to promote safety, innovation, education and best practices. We do this through our network of publication and education offerings.

25,000+

TO INCIDENT PREVENTION MAGAZINE & UTILITY FLEET PROFESSIONAL MAGAZINE

TOTAL SUBSCRIBERS

38,000+

THAT ARE ENGAGED THROUGH FACEBOOK, TWITTER & LINKEDIN

SOCIAL MEDIA FOLLOWERS


EEI PROJECTS THAT U.S. INVESTOR-OWNED UTILITIES WILL SPEND $106B ON CAPITAL EXPENDITURES IN 2020.

100+

ATTENDED BY THOUSANDS OF UTILITY SAFETY PROFESSIONALS

CLASSES

INDUSTRY CONFERENCE & EXPO EVENTS

2

THAT DRAW KEY DECISION-MAKERS FROM ACROSS THE COUNTRY

RESERVE BOOTH YOUR

The iP Utility Safety Conference & Expo brings together hundreds of safety and operations minds from across the country for 3 days of education and networking. If your organization is looking to connect with utility safety decision makers, this is a must-exhibit event!

LIMITED SPACE! ALWAYS A SOLD-OUT EVENT! Get more info at utilitysafetyconference.com/exhibit

UTILITY SAFETY

GLENDALE, AZ

RENAISSANCE PHOENIX GLENDALE HOTEL & SPA

CARIBE ROYALE ORLANDO

ORLANDO, FL

MAY 2020

5-7

NOVEMBER 2020

3-5

The Leading Publication Serving

UTILITY SAFETY & OPERATIONS DECISION-MAKERS
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 most having direct safety titles. iP is the leading safety publication that has its focus on the utility safety job function.

“When Safeguard Equipment launched Compass: Personal Voltage and Current Detector, it had to quickly determine an effective marketing strategy. We tried multiple magazines — only to find that iP Magazine over delivered and outshined expectations by consistently providing us with a positive return on our investment. Not only has their distribution been effective, but their management team has been a tremendous help. Safeguard Equipment looks forward to growing this relationship as we continue to provide innovative solutions.”

~ Brandon Bledsoe, Safeguard Equipment

**MARKETS REACHED BY iP INCLUDE:**

- Electric/Gas Utilities 46.7%
- Utility Contractors 23.3%
- Municipalities/Public Works 7.1%
- Educators/Consultants 7.2%
- Utility Contractors 10.5%
- Other 9.4%

70% of the audience is employed by utilities and utility contractors.

Source: August 2019 Subscriber Data
## 2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th></th>
<th>February-March</th>
<th>April-May</th>
<th>June-July</th>
<th>August-September</th>
<th>October-November</th>
<th>December-January</th>
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<tbody>
<tr>
<td>Ad Space Reservations Due</td>
<td>1/20/20</td>
<td>3/20/20</td>
<td>5/20/20</td>
<td>7/20/20</td>
<td>9/21/20</td>
<td>11/20/20</td>
</tr>
<tr>
<td>Issue Focus</td>
<td>FR Clothing</td>
<td>Fall Protection</td>
<td>Training</td>
<td>Grounding</td>
<td>FR Clothing</td>
<td>PPE</td>
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<tr>
<td>Management Topic</td>
<td>Human Performance</td>
<td>Record Keeping</td>
<td>Incident Investigation</td>
<td>Behavioral Safety</td>
<td>Employee Training</td>
<td>Safety Leadership</td>
</tr>
<tr>
<td>PPE Focus</td>
<td>Gloves</td>
<td>Skin Protection</td>
<td>FR Clothing</td>
<td>Hearing and Eye Protection</td>
<td>Head Protection</td>
<td>Footwear</td>
</tr>
</tbody>
</table>

## AD RATES

### 2020 ADVERTISING RATES

<table>
<thead>
<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>
<td>3040</td>
<td>2820</td>
<td>2670</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2620</td>
<td>2490</td>
<td>2420</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2110</td>
<td>1980</td>
<td>1870</td>
</tr>
</tbody>
</table>

Advertising rates above are gross

**PREMIUM POSITIONS**

- Cover 2, Cover 3 ................................................................. Plus 20%
- Cover 4 .................................................................................. Plus 25%
- All other positions............................................................ Plus 15%

### 2020 DIGITAL RATES

<table>
<thead>
<tr>
<th></th>
<th>Prices for Non-Print Advertisers</th>
<th>Prices for Print Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner Ads</td>
<td>$1300/issue</td>
<td>$800/issue</td>
</tr>
<tr>
<td>550 x 200 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Banner Ads</td>
<td>$900/issue</td>
<td>$600/issue</td>
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<tr>
<td>250 x 200 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-Newsletter Sponsorship</td>
<td>$3000/issue</td>
<td>$1700/issue</td>
</tr>
</tbody>
</table>

## AD SPECIFICATIONS

### 2020 ADVERTISING SIZE SPECIFICATIONS

**AD SIZES**

- **Full Page/Trim Size**: .................... 8.5” x 10.875”
  
  Keep live matter at least 1/4” from trim.

- **Full Page/Full Bleed**: ................. 8.75” x 11.125”
  
  Add 1/8” of background all around trim size for bleed.

- **2/3 Page**: .................................. 4.5” x 10”

- **1/2 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”
  
  Keep live matter at least 1/4” from trim.

- **2-Page Spread/Full Bleed**: .............. 17.25” x 11.125”
  
  Add 1/8” of background all around trim size for bleed.

## ELECTRONIC MEDIA

Digital files must be submitted in press-ready tiff, eps or high-resolution pdf format. Minimum resolution is 300 ppi. Files may be submitted via email or uploaded to our file transfer site. Contact publisher when uploading large files.

**ALL COLOR FILES MUST BE IN CMYK MODE.** Convert all RGB and/or spot colors to CMYK before submitting ad. All ads will be reviewed. An ad that is in RGB mode or has spot colors will be converted to CMYK and sent back for approval or a new ad will need to be submitted with all colors converted to CMYK.

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

### Platforms

#### 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.

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

**E-Newsletters**

- Tailgate Topics
- Utility Safety Products

**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.

"The demand for BigFoot Outrigger Pads is growing! Our products are high quality and the combination of our marketing efforts in Incident Prevention and Utility Fleet Professional magazines has really paid off. I’m proud Bigfoot is able to advertise in these publications and support the valuable information they provide to the utility industry."  
- Jeff Steiner, BigFoot Outrigger Pads

### Digital

**Increase Your Reach by Bundling Print and Digital!**

Call 815-459-1796 for more info

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To bring utility business communities together to promote safety, innovation, education and best practices. We do this through our network of publication and education offerings.

Our community is the $106 billion utility industry

EEI projects that U.S. investor-owned utilities will spend $106B on capital expenditures in 2020.

Source: EEI Finance Department, Company reports, S&P Global Market Intelligence (October 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

2
Industry 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 publication and education offerings.
The iP Utility Safety Conference & Expo brings together hundreds of safety and operations minds from across the country for 3 days of education and networking. If your organization is looking to connect with utility safety decision makers, this is a must-exhibit event!

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