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 surpassed 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
### 2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</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>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Space Reservations Due</td>
<td>1/20/21</td>
<td>3/22/21</td>
<td>5/10/21</td>
<td>7/20/21</td>
<td>8/16/21</td>
<td>11/22/21</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>
</tr>
<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>Traffic Safety</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 and Face Protection</td>
<td>Footwear</td>
</tr>
</tbody>
</table>

*Due to Covid-19, it is anticipated that 2021 trade show schedules may be subject to change. Be assured that Incident Prevention fully intends to distribute the magazine at all possible industry shows in 2021.

### AD RATES

#### 2021 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>

**PREMIUM POSITIONS**

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

**Advertising rates above are gross**

#### 2021 DIGITAL RATES

<table>
<thead>
<tr>
<th>Size</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>Half Banner Ads</td>
<td>$900/issue</td>
<td>$600/issue</td>
</tr>
<tr>
<td>E-Newsletter Sponsorship</td>
<td>$3000/issue</td>
<td>$1700/issue</td>
</tr>
</tbody>
</table>

### AD SPECIFICATIONS

#### 2021 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"
- **1/3 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"
  - 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.

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

SPONSORSHIPS

• E-Newsletter Sponsorships
• Vendor Videos

For digital rates, see page 3 under Ad Rates.

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.

INCREASE YOUR REACH BY BUNDLING PRINT AND DIGITAL! CALL 815-459-1796 FOR MORE INFO

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The iP Utility Safety Conference & Expo brings together hundreds of safety and operations minds from across the country for 3 days of education, exhibits and networking.

No matter what the year brings, we have the tools to get your company in front of key utility industry decision makers! After years of in-person events and two successful virtual conferences, your booth at the iP Utility Safety Conference & Expo is sure to be a success! Customize your onsite booth or virtual booth with a featured video, new products or services, handouts or downloads, and more.

Booth space is limited! Get more information at UtilitySafetyConference.com

The 2021 iP Power Play Package

Capitalize on the Most Important Event of the Year ... The Utility Expo (Formerly ICUEE)

Put your advertising message in front of Utility Expo attendees before the show, at the show and after this big event in these three key issues of Incident Prevention.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST/SEPTEMBER 2021 UTILITY EXPO PREVIEW</td>
<td>Be sure to get the attention of attendees before they head off to Louisville.</td>
</tr>
<tr>
<td>OCTOBER/NOVEMBER 2021 ON-SITE AT THE UTILITY EXPO</td>
<td>Capture attendees at the show! This issue will be distributed to attendees from our booth at the big Utility Expo.</td>
</tr>
<tr>
<td>DECEMBER 2021/JANUARY 2022 UTILITY EXPO WRAP-UP</td>
<td>Stay top of mind as utility safety buyers finalize their purchase plans for 2022.</td>
</tr>
</tbody>
</table>

Run your half-page or larger ad in all three Utility Expo issues and receive these three important sales and marketing bonuses:

- Inclusion in promo email to iP readers two weeks prior to this event with your company’s featured product, booth number and link.
- Your company included in our special “Must See Vendors at The Utility Expo” section of the October/November issue that will be distributed at the show
- A post show promo email sent to iP readers two weeks after the show including your company’s featured product and link.

Contact Kurt Moreland (kmoreland@utilitybusinessmedia.com) or Rich Kunkel (rich@utilitybusinessmedia.com) for more details and special Power Play Package pricing