

UNDERGROUND FOCUS

2008
Media Kit

*Focused on
Damage Prevention
and Utility Protection
Since 1986*

815.468.7814
www.underspace.com

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Media

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**...more than
a magazine**

UNDERGROUND FOCUS

Continued Focus: Protecting Our Underground Infrastructure

More than twenty years ago, *Underground Focus* began to bring attention to the people, tools, instruments, technologies and associations that work hard to protect our underground infrastructure as well as provide a place where those working within the underground utility construction industry could share ideas and learn from others.

Today, our mission remains the same. We continue on our journey to share the stories about the people and products that are working to protect the planet's underground delivery systems. We remain an effective communication tool for helping to protect underground infrastructure and disseminate ideas and information that will ensure the uninterrupted and safe delivery of communications, energy, water and other vital public services. We seek to report on products, services, technologies and the people that can help in this effort.

Through our extensive accident reports and detailed color photographs, we continue to provide information on the problems that occur when safe digging practices are not observed. We document the need for damage prevention in each and every issue.

Damage prevention education remains as necessary today as it did when we began. The continued existence of our international publication is proof of the importance and need for strong damage prevention training, programs and products.

If your product, service or idea can help in the protection, design, installation and/or maintenance of underground infrastructure, *Underground Focus Magazine* will help you connect with people who truly need to hear from you. We are the billboard that points potential customers directly to your company and sales staff where you can offer additional information and communication options.

We look forward to a productive new year in sharing the damage prevention message.

Sincerely,

Amy Chmura, Editor

Message From
the Editor

UNDERGROUND FOCUS

Size	Rates per Insertion				Ad Dimensions (width x height in inches)
	1x	3x	6x	9x	
2 page Spread	5085	4730	4325	3815	15.875 x 10
Full Page	3250	3000	2800	2685	7.5 x 10
1/2 page Island	2195	2045	1865	1655	4.9 x 7.5
1/2 page	2200	2100	1900	1700	7.5 x 4.85
1/3 page (vert)	1400	1300	1200	1050	2.38 x 9.52
1/3 page (hori)	1450	1350	1235	1075	7.5 x 3
1/4 page (vert)	1280	1190	1090	960	3.75 x 4.875
1/4 page (hori)	1280	1190	1090	960	4.85 x 3.375

Accident File Ads

1/9 page	700	650	595	525	2.38 x 3
1/6 page (vert)	1050	975	895	790	2.38 x 4.875
1/6 page (hori)	1050	975	895	790	4.875 x 2.38
1/3 page (vert)	2070	1925	1760	1550	2.38 x 9.52
1/3 page (hori)	2070	1925	1760	1550	7.5 x 3

Special Positions Back cover: add 30% / inside front cover: add 20% / inside back cover: add 15% / opposite table of contents: add 15%. Special positions must be 4-color. Special positions require minimum contract for 3 issues and are full page only.

Color 2-color process, per page or fraction: \$195. 4-color process, per page or fraction: \$495 (already included in any Accident File charge).

Bleeds \$85 bleed charge on fractional page ads regardless of size. No bleed charge on full page ads.

Printing Web offset. Negatives-right reading, emulsion side down. Halftone screens at 133 lines/inch recommended. Finished page size 8-3/8 x 10-7/8 inches. Please allow 1/4 inch for bleeds.

Commissions and Terms Agency commissions 15% on 1/2 page or larger space only. Net 30 days. Agency commission forfeit after 40 days.

Ad Design Services \$65 an hour

Important: Preferred File Format Underground Focus Magazine prefers a high-resolution 300 dpi file PDF format sent by e-mail to the Production Manager. All fonts and graphic elements with the ad should included be in PDF format. Black or CMYK for color ads are the only accepted color format for PDFs. Do not set trap. We can also accept files created in Adobe In Design or Adobe Illustrator. All files and images used in the ad must be included in the files.

Ad Materials Processing Address Underground Focus,
Attn: Caroline Parilac, 20550 Calumet Ave., Lowell, IN
46356 /219-775-6229 /caroline@underspace.com

2008
Advertising
Rates

UNDERGROUND FOCUS

January/February

Disaster and Accident Prevention

- When Bad Things Happen, Best Response
- Working Smart and Safe: Equipment and Best Practices
- Trusting the Locating Instruments
- Knowledge of Systems, Cross-training Approach
- Working Safely in a Confined Space *Materials Deadline is December 17*

March

On the Mark: Guide to Locating Accurately

- Role of Keyholing to Determine Location
- Understanding Line Depth
- Mapping What You Know
- GPR Solutions *Materials Deadline is February 14*

April

Essential Training

- Making the Call: Life of One Call Ticket, Part 1 of 4
- Pros/Cons Ticket Management System
- Locator Certification and Training
- Hydro vs. Air Vacuum Excavation
- ABCs of GPR
- Trench Rescue Training *Materials Deadline is March 14*

May

Instruments for Damage Prevention

- Knowing What Lurks Below, Part 2 of 4
- Locating Technology: Past, Present, Future
- Understanding the Marks
- Importance of Whitelining
- The Locators Tools for Success *Materials Deadline is April 17*

**January-
May 2008
Editorial Calendar**

June

Complete Damage Prevention Picture

- Verifying the Marks, Part 3 of 4
- Success with Potholing
- GPR Techniques
- Excavators as Locators
- Understanding What the Locating Instrument is Telling You
- Unmarked Sewer Lateral Dangers

Materials Deadline is May 15

July/August

Effectively Engineering the Underspace

- Beyond the Marks: How to Retain the Locating Information, Part 4 of 4
- Role of Permanent Markers
- Mapping and GIS solutions
- Why SUE?

Materials Deadline is July 17

September

Solutions in Damage Prevention

- New Uses for Existing Equipment
- Changes in Laws
- Understanding a Damage Claim/Damage Investigations
- New Products in the Marketplace
- The Sewer Lateral

Materials Deadline is August 14

October/November

Safety in the Trenches

- Trench Accident Annual Report
- Understanding Soil Conditions
- Shoring, Shielding and Sloping
- Who is Your Competent Person

Materials Deadline is September 18

December

Year End Tune Up

- Preventing Equipment Theft
- Training and Preparing Workforce
- Equipment Repair and Maintenance
- A Look at Future of Locating Instruments
- Properly Documenting Worksite and Site Marks
- Looking Ahead: Trends for 2008

Materials Deadline is November 13

**June-December
2008 Editorial
Calendar**

UNDERGROUND FOCUS

All advertisements for Underground Focus magazine are accepted and published by PUM, LLC on the representation that the advertiser and/or advertising agency will hold PUM, LLC harmless from and against any claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisement. PUM, LLC reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, or otherwise inappropriate or incompatible with the character of Underground Focus. PUM, LLC is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental agency, fire, strikes, materials shortage, or condition beyond the control of PUM, LLC.

Publisher Planet Underground Media

Founder Ron Rosencrans

Editor Amy Chmura

Research Manager Sonya Larkin

Production Manager Caroline Parilac

Advertising Manager Paula Miller

Webmaster Stephanie Mullaney

Business Manager Angie Parilac

BUSINESS OFFICE

411 South Evergreen St., Manteno, IL 60950
815.468.7814 / FAX 815.468.7644 / mike@underspace.com

PRODUCTION AND PROCESSING OFFICE

Attn: Caroline Parilac, 20550 Calumet Ave., Lowell, IN 46356
219.775.6229 / caroline@underspace.com

ADVERTISING AND SALES

Contact Paula Miller / 815.468.7814 / paula@underspace.com

Family-owned since 1986

**Focused on Damage Prevention and
Utility Protection for Over 20 Years**

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www.underspace.com

**Copy
Regulations**

UNDERGROUND FOCUS

2007 Average Circulation Per Issue: 18,000

Underground Focus has 12,000 direct subscribers per issue (domestic and foreign). Only paid subscriptions are being accepted, and we probably have more paid subscribers than any other trade magazine in the underground utilities industry.

Additionally 6,000 copies are purchased by One-Call Centers as a damage prevention tool for distribution to potential new members and excavators. At the industry average of five readers per copy, that means 90,000 readers will see your message.

Our readers are all involved the construction, installation, operation, maintenance and protection of underground utility systems. These include contractors, safety directors and managers of both public and private utilities, public works officials, people staffing and managing One-Call Center operations within the 50 states, Canada and Australia, and both state and federal government officials involved in regulating utility operations.

BONUS CIRCULATION—Special Pipeline Mailings

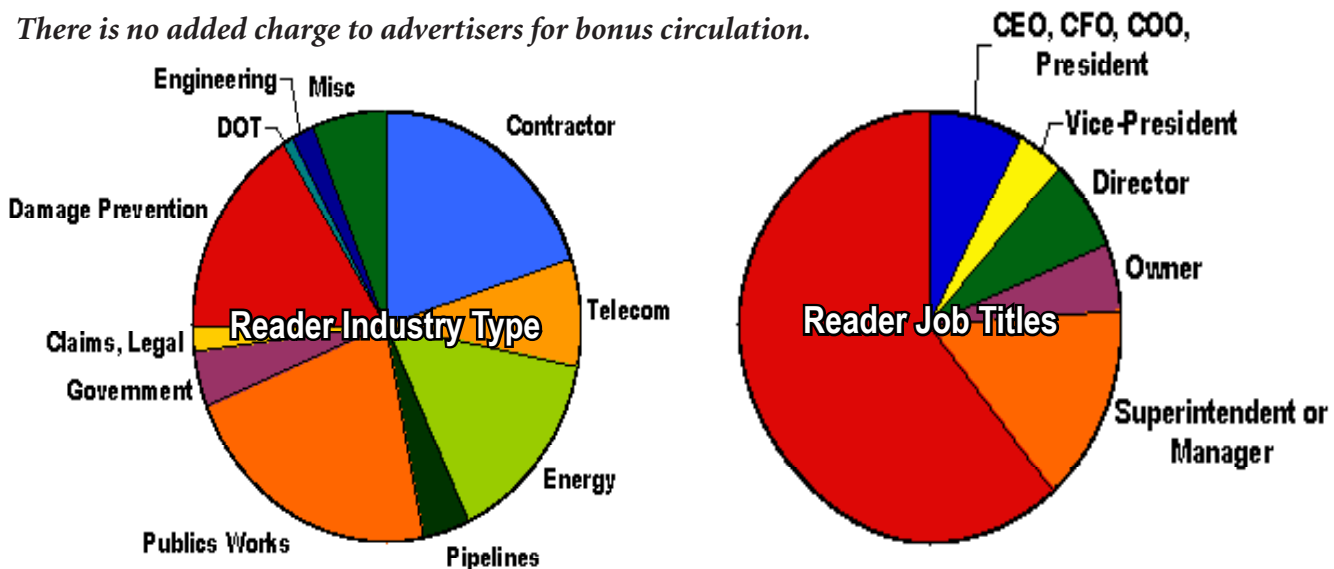
Federal regulations require pipeline companies to make annual mailings to excavators who work in areas where their pipelines are located. Some pipelines have sent copies of Underground Focus to mailing lists of excavators obtained from One-Call Centers and other sources. Single mailings have totaled as many as 40,000 copies. Distribution of an independent publication covering actual accidents is seen as a most effective and credible way to raise awareness of the need for extra safety precautions when digging near an underground line.

BONUS CIRCULATION—Special State Editions

State One-Call Centers have used the magazine in special mailings to their frequent caller lists. The all-time record mailing for a single issue involved several states and totaled 85,000 copies. Each recipient was an excavator who regularly called for locates.

State editions have consisted of a cover wrapper or insert in a regular issue of Underground Focus. The wrapper/insert typically carries information tailored for a certain state's excavators and utilities.

There is no added charge to advertisers for bonus circulation.



UNDERGROUND FOCUS

Website: www.underspace.com

The number of visitors to www.underspace.com continues to increase. With over 150 visits a day, Underspace.com is the industry leader in providing online information, resources and products to underground infrastructure personnel. We are a vital resource to organizations wanting to stay informed and communicate the importance of underground safety.

Our website, www.underspace.com provides a one-stop gateway to a complete array of underground resources, including Underground Focus Magazine.

Visitors to our website can:

- Read recent accident bulletins and access the magazine's accident file database
- View and purchase several products including:
 - **Magazine subscriptions**
 - **Safety videos**
 - **Photos and posters**
 - **Personalized Promotional coloring books**

Website Banner Ads

UndergroundFocus.com offers a web banner ad that is displayed every page of the UndergroundFocus.com website, with the exception of the home page.

Banner ads are displayed in a random rotation.

Yearly cost is \$1200, and pricing is available for enhanced rotation frequency.

For more information on this advertising opportunity, please contact paula@underspace.com

Technical requirements for banner ads:

1. Format of banner is 500 pixels wide by 100 pixels high. We require .JPG or .GIF files.
2. We require your website address or page url for the link. For technical questions, contact the webmaster: webmaster@underspace.com.

Online Exhibit Hall

The Online Exhibit Hall at underspace.com provides a sourcing guide to help prospective buyers find the underground products, services and resources they need. UndergroundFocus.com provides a direct link to the Online Exhibit Hall and the yearly cost for an exhibit is just \$250. Contact paula@underspace.com for more information.

Website