

ip INCIDENT™ PREVENTION

KNOWLEDGE, INSIGHT AND STRATEGY FOR UTILITY SAFETY & OPS PROFESSIONALS

MEDIA

KIT 2024

THE LEADING SOURCE SERVING UTILITY SAFETY & OPERATIONS DECISION-MAKERS

SAFETY LEADERSHIP AUDIENCE 



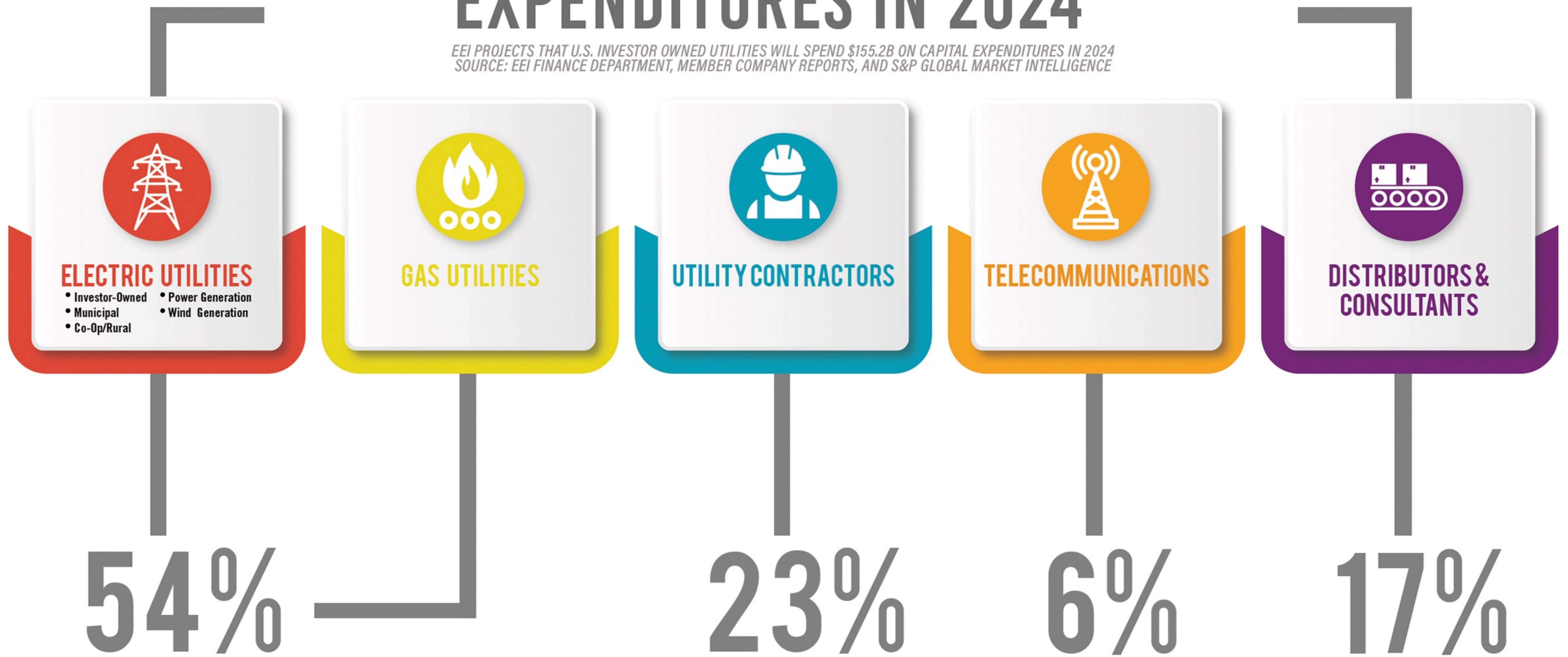
EDUCATION  UTILITY SPECIFIC
WEB E-NEWSLETTERS SOCIAL     
CREDIBILITY ENGAGEMENT WEBINARS
PODCASTS DIGITAL APP
MAGAZINE EXHIBIT  SPONSOR

AUDIENCE

Reach more than **18,000 UTILITY SAFETY PROFESSIONALS**

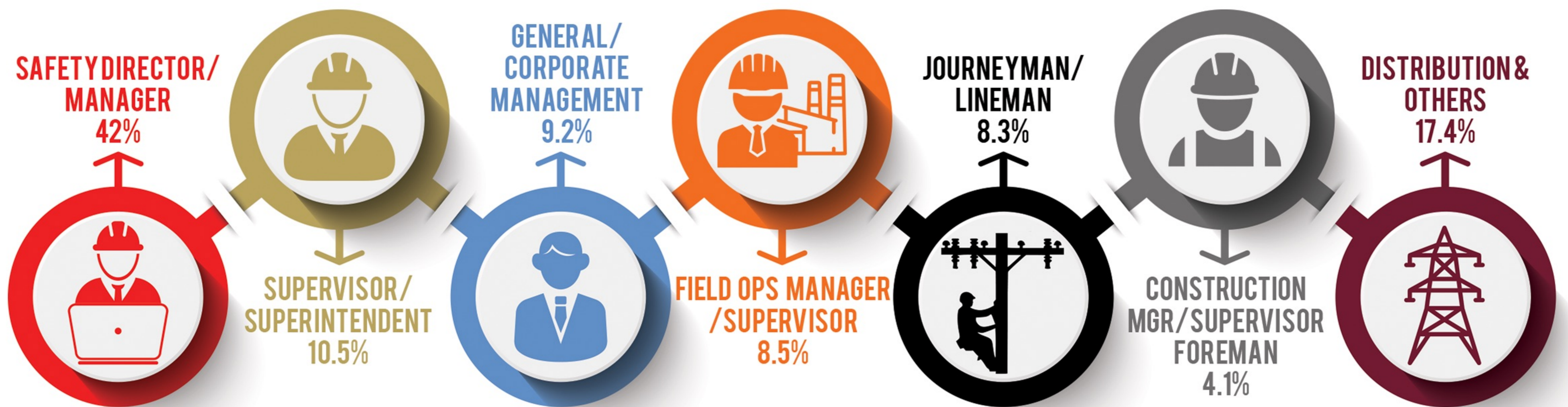
UTILITIES WILL SPEND \$155.2B ON CAPITAL EXPENDITURES IN 2024

EI PROJECTS THAT U.S. INVESTOR OWNED UTILITIES WILL SPEND \$155.2B ON CAPITAL EXPENDITURES IN 2024
SOURCE: EII FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE



PRIMARY JOB FUNCTION OF IP READERS

All readers have utility safety responsibilities, with most being purchasing influencers and/or decision-makers. IP is the leading media outlet that focuses on utility safety job functions.



"JELCO has been a longtime advertiser in Incident Prevention. We know based on feedback that the market reads it because of its targeted utility and safety articles/content. Over the years we have obtained some good leads and recently decided to double our ad size with our acquisition of Elk River."

-Jelco/Elk River

INCIDENT PREVENTION ... YOUR SALES & MARKETING PARTNER DEDICATED TO HELPING YOU REACH,

Why Advertise with Incident Prevention?

Incident Prevention is the go-to source for today's utility safety leaders. Whether it's in print, digital, at the iP Utility Safety Conference & Expo, on podcasts or via custom solutions, iP is the place to connect with decision-makers and build your brand!



- 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 safety marketplace
- Interactive digital magazine with easy sharing, large clickable areas
- 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



iP Utility Safety Conference & Expo: Spring (Orlando, FL – May 21-23) & Fall (Dallas, TX – Oct. 22-24)

- Reserve your booth in the vibrant expo hall along with big-impact sponsorship opportunities
- Meet new prospects, sell your products and services, and forge strong relationships with the top utility safety and operations leaders



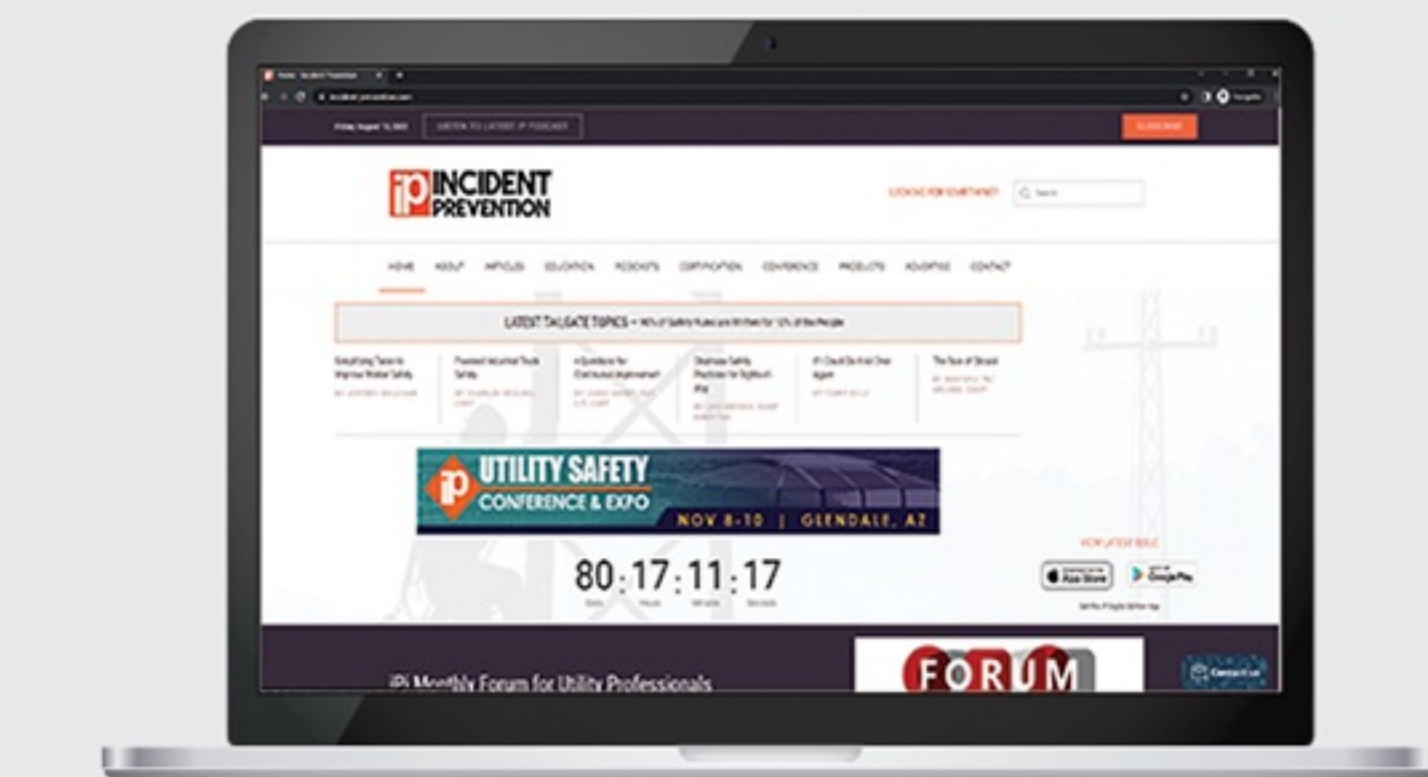
E-Newsletters: Tailgate Topics and iP Utility Safety Products & Services

- Share your message with a relevant and responsive audience
- Banner advertising and e-newsletter sponsorships - delivered monthly, plus dedicated vendor email blasts



iP Website - Incident-Prevention.com

- Web advertising, vendor videos, whitepapers
- Dynamic website where utility safety leaders go for needed information and support



Incident Prevention Institute Podcast & Utility Safety Podcast

- Sponsor an entire channel or dedicate an exclusive podcast to your products or services
- Unique and lively content from industry experts



Social Media Channels

- Sponsored posts, boosts, and media coverage on all our social media channels
- Fresh and timely information and discussion with an engaged utility safety community



Webinars

- iP-produced webinars with sponsorship and vendor-dedicated webinar opportunities
- Deep dives into relevant utility safety subject matter for our engaged audience



Digital Marketing Services

- Logo design, advertising layout, video production, market research, marketing strategy and much more
- Utilize Incident Prevention's vast resources and close ties to the utility safety marketplace to strengthen and enhance your company's marketing tools



SELL TO AND FORGE A STRONG RELATIONSHIP WITH LEADERS IN THE UTILITY SAFETY COMMUNITY.

CALENDAR, AD SPECS + RATES

2024 EDITORIAL CALENDAR

	February-March	April-May	June-July	August-September	October-November	December-January
Ad Space Closing Date	1/19/24	3/20/24	5/20/24	7/22/24	9/9/24	11/22/24
Ad Materials Due Date	1/26/24	3/27/24	5/27/24	7/29/24	9/16/24	11/29/24
Issue Focus	FR Clothing	Fall Protection	Training	Grounding	FR Clothing	Line Tools
Management Topic	Human Performance	Record Keeping	Incident Investigation	Behavioral Safety	Employee Training	Traffic Safety
PPE Focus	Gloves	Skin Protection	FR Clothing	Hearing and Eye Protection	Cold Weather Protection	Head and Face Protection
Safe Equipment Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations
Bonus Distribution*	iP Utility Safety Conference & Expo	iP Utility Safety Conference & Expo	ASSP	NSC Safety Congress & Expo; APWA PWX	iP Safety Utility Safety Conference & Expo; International Lineman's Rodeo	ATSSA Traffic Expo

CONTACT INFORMATION

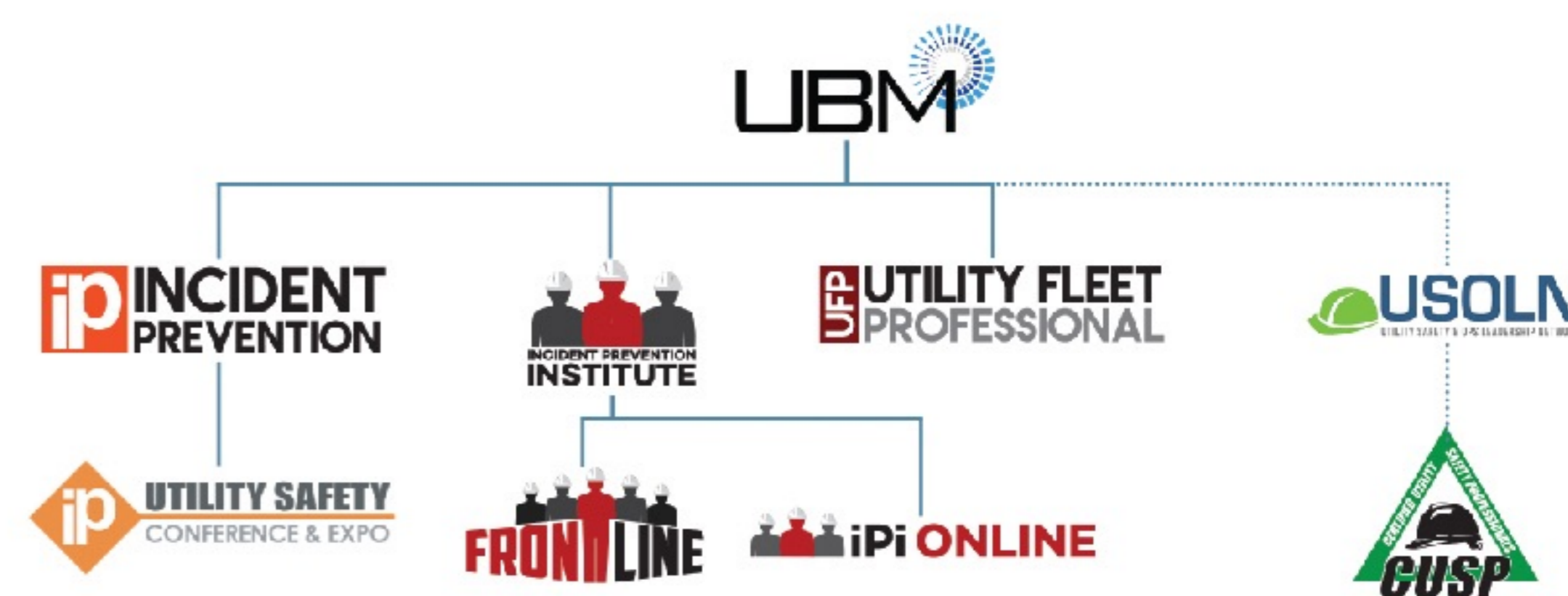
Utility Business Media, Inc.
360 Memorial Drive, Suite 10
Crystal Lake, IL 60014
815.459.1796
utilitybusinessmedia.com

Publisher
Carla Housh
choush@utilitybusinessmedia.com

Editor
Kate Wade
kwade@utilitybusinessmedia.com

Associate Publisher
Kurt Moreland - 847 845-1584
kmoreland@utilitybusinessmedia.com

Business Development
Rich Kunkel - 336 831-4611
rich@utilitybusinessmedia.com



AD RATES

2024 ADVERTISING RATES

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

PREMIUM POSITIONS

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

2024 DIGITAL RATES

	Prices for Non-Print Advertisers	Prices for Print Advertisers
Full Banner Ads 550 x 200 pixels	\$1400/issue	\$900/issue
Half Banner Ads 250 x 200 pixels	\$1000/issue	\$700/issue
Sponsorships	\$3100/issue	\$1800/issue
Website Banner Leaderboard 728 x 90 pixels	\$1400/issue	\$900/issue
Website Banner Skyscraper 160 x 600 pixels	\$1000/issue	\$700/issue

AD SPECIFICATIONS

ADVERTISING SIZE SPECIFICATIONS

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"
This size adds 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"
This size adds 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