

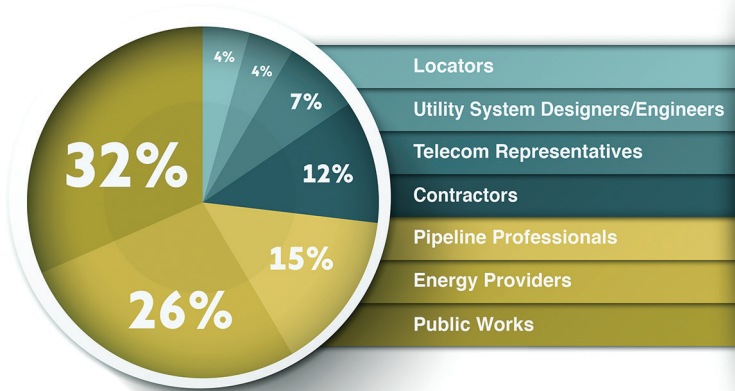


## Reach Our Audience to Build Your Brand

Planet Underground goes right to the source of the underground utility industry by seeking out the most authoritative and diverse talent in underground utility damage prevention. As a print and video media company consisting of American Locator magazine and Planet Underground TV, we bring insightful and timely information to contractors, locators, designers, engineers, utility operators and other professionals through:

- Careful analyses of alternative solutions
- Recommended strategies for damage prevention
- Trends and challenges impacting the industry





\*Percentages are based on type of employer. Additional positions may be represented in smaller or greater percentages within these organizations (ie – locator, utility contractor) .

## Our Growth Continues

Planet Underground/American Locator media continue to attract and engage prospects that include some of the biggest players in the industry.

In addition to targeting the key influencers and decision makers of over **600 companies**, Planet Underground/American Locator media reaches out to over **13,000 students** involved worldwide in the popular “Staking U\*” training program.

## Engage Your Customers While Building Industry Knowledge

As rights-of-way become crowded with new systems running alongside inactive lines, preventing catastrophic accidents will take even more expertise than before. Planet Underground is the best industry resource for preventive knowledge and professional development, because we deliver a potent competitive advantage for sponsors interested in:

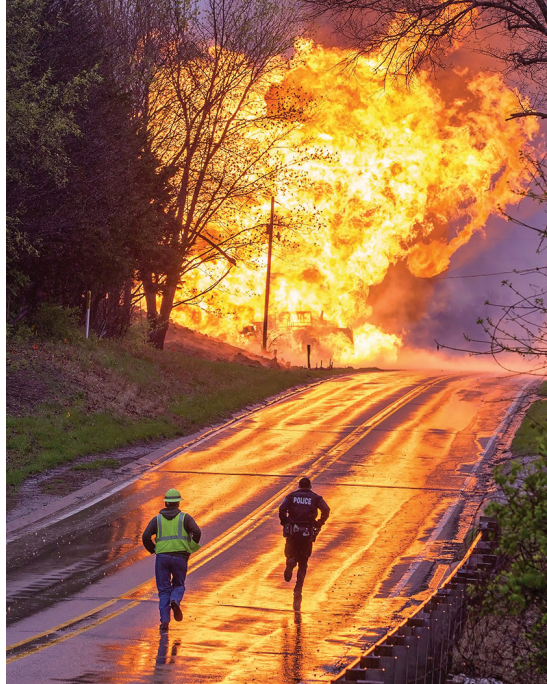
- Utility companies
- Engineering companies
- Pipelines
- Oil and gas exploration
- Public works
- Utility contractors
- Locators

Content is relevant and helpful – not interruptive – and is designed to present solutions that address the everyday challenges and needs of your ideal customer. As a supporter of Planet Underground, you help give a voice to representatives in the underground locating and utility industry. Advertising sponsorship opportunities with Planet Underground help you:

- Increase brand awareness and recognition
- Build credibility for your company
- Establish a strong position in the industry to increase market share
- Get first access to insights across multiple disciplines
- Gain a broader understanding of how to leverage your company among competitors
- Receive access to our exclusive Roundtable event
- Help give a voice to manufacturers and service providers in excavation safety and damage prevention







## Stand Out Among the Crowd

### PLANET UNDERGROUND TV

The Planet Underground team delivers the knowledge and wisdom of utility experts right to the screens of other industry professionals, giving them up close and personal access to the project components they often don't see. Advertising with Planet Underground TV actively puts your brand in front of a worldwide network of industry representatives.

**Single 30-second commercials**  
starting at \$3,000

**Single 15-second commercials**  
starting at \$1,600

### AMERICAN LOCATOR MAGAZINE

Planet Underground's magazine, *American Locator*, takes a deep dive into job site tactics to share knowledge about products and help prevent utility damages. Secure ad space near one of our upcoming feature articles that relates to the benefits you provide to customers or make a statement with a full page highlighting your service offerings.

#### Full-page ad

\$3,000 – Premium ad placement requires additional fee (front/back/inside cover)

### ANNUAL SPONSORSHIPS & COMBINATION PACKAGES

Annual and package sponsors investing in a combination of promotional opportunities receive discounted advertising rates. Additionally, your company can be featured in one TV segment and magazine article during each annual sponsorship period highlighting your own knowledge, stories and best practices.

#### Planet Underground TV annual sponsorship:

6 annual shows starting at \$16,000

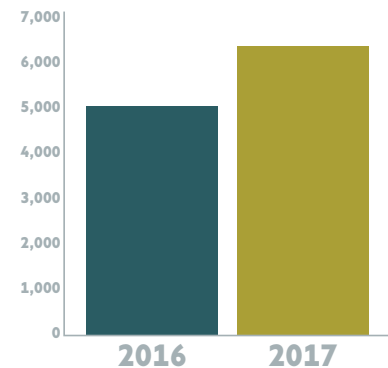
#### American Locator magazine combination package:

6 full-page ads starting at \$10,800

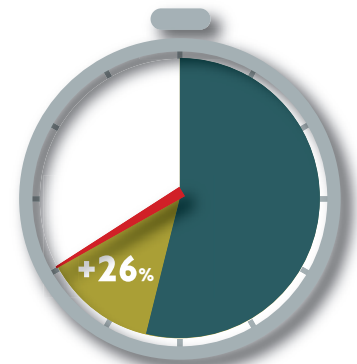
#### Combination of TV and magazine advertising:

three available annual levels: \$8,000, \$14,000 and \$25,000

### Year over Year Growth of PlanetUnderground.TV



**25.48% increase in sessions**



**25.83% increase in session duration**



# Let Planet Underground Help Take Your Advertising to the Next Level!

## AD SPECS

Please direct all logos and ad submissions to [info@planetunderground.tv](mailto:info@planetunderground.tv). All sponsors must also submit both a color and reverse logo if available (.png or .eps).

### Print ad formats accepted:

.jpeg / .tiff / .pdf in CMYK or grayscale

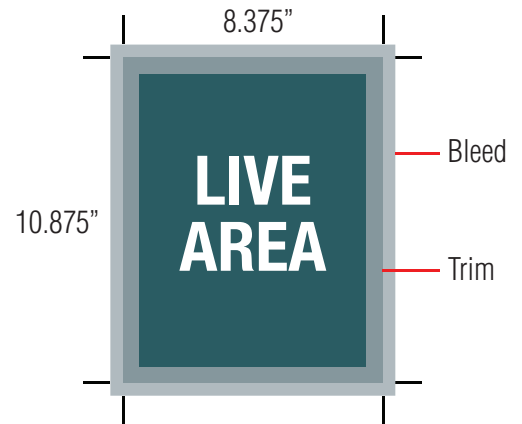
**Minimum resolution:** 300 dpi

### FULL PAGE

**Bleed:** Allow 1/8"

**Trim:** 8.375" x 10.875" (magazine size)

**Live:** Ends 3/16" inside page edge



## EDITORIAL CALENDAR

### FEBRUARY



Roundtable Review

**Material Due Date:**  
January 19

### APRIL



Future Tech Trends

**Material Due Date:**  
March 16

### JUNE



Global Damage Prevention

**Material Due Date:**  
May 18

### AUGUST



Mid-Year Product Review

**Material Due Date:**  
July 20

### OCTOBER



The Best and the Brightest

**Material Due Date:**  
September 21

### DECEMBER



2018 Accident Review

**Material Due Date:**  
November 16

**PLANET**  
UNDERGROUND

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