



Education on damage prevention practices, tools and technology at The Roundtable *Live!* event at Planet Underground in 2018.

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 news and education 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



Our Influence and Audience is Exceptional

Planet Underground Media continues to attract and engage key influencers and decision makers of over **600 companies** including: utility contractors, locators, engineers, pipelines, public works, utilities, insurance, product designers plus...

- Outreach to over 13,000 students worldwide in the renowned Staking University locator training program
- 10,000 average bi-monthly circulation
- Readership in all 50 states, Canada, Australia

Engage Your Customers and Create Industry Action

Although the utility construction industry as a whole strives for a superb accuracy and safety standard, even one accident can be catastrophic. Planet Underground is the best industry resource for safety education, technology trends and professional development.

As a supporter of Planet Underground, you help give a voice to representatives in the underground utility industry. Advertising and sponsorship opportunities with Planet Underground help you:

- Increase brand awareness and market share
- Leverage your company among competitors
- Highlight your support and participation in Planet Underground's **signature networking events** like The Roundtable

THE ROUNDTABLE

"It's my first year here, and I do believe it's worthwhile. It's not just Q3 that struggles with problems like this, it's everybody that struggles with problems like this. If you bring it out into the open, then things might get changed."

Jon Moulton, VP, Q3 Contracting, The Roundtable 2017

Engaged professionals, committed to action, take part in The Roundtable at Planet Underground. Together, on camera, they share innovative plans for ultimately eliminating damages and injury from underground utility projects. This annual networking event marks an industry-first milestone in moving discussions on damage prevention towards real-world solutions backed by technological innovation and better communication among all stakeholders.





Because 811 is Not Enough

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 – \$3,000 | **Single 15-second commercials** – \$1,600 (\$7200, 6 episodes)
Company logo or 30 sec commercial in 6 episodes — \$12,000

AMERICAN LOCATOR MAGAZINE

Planet Underground's magazine, *American Locator*, presents real solutions, and honest insight into jobsite challenges, sharing the wisdom of hardworking crews in the field on safe practices and products to help prevent damages. Secure ad space near one of our upcoming feature articles that relates to the benefits you provide to put change into action.

Full-page ad – \$3,000 (\$12,000, 6 issues)

Half-page ad – \$1,600 (\$7200, 6 issues) | **Quarter-page ad** – \$900 (\$4000, 6 issues)

Multiple or annual placements receive significant discounting. Please inquire for rates. Billing options available.

ANNUAL SPONSORSHIPS & COMBINATION PACKAGES

Annual sponsors investing in a combination of promotional options receive discounted advertising, preferred filming opportunities, and other benefits. Highlight your own knowledge, stories and best practices throughout the year.

Planet Underground TV Episodes, annual rate (company logo in 6 shows) or

***American Locator* magazine annual rate (6 full-page ads, 6 issues) – \$12,000**

Combinations of both TV Episode and magazine advertising – discounted rates based on # of placements

CUSTOM VIDEOS (TRAINING, PRODUCT)

Looking for custom options to promote your brand beyond Planet Underground? We can help! Planet Underground's team has the industry expertise to assist you in developing promotional training or product videos to share with customers or to submit to additional media outlets. [Contact us to learn more.](#)

Let Planet Underground Help Build Your Business Where it Counts

AD SPECS

Please direct logos and ad submissions to tracy.demarco@planetunderground.tv.

Print ad formats accepted: PDF or JPG in CMYK or greyscale

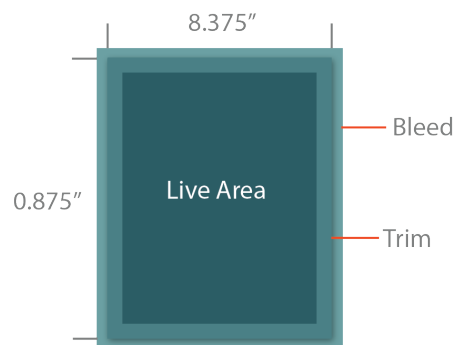
Minimum resolution: 300 dpi

FULL PAGE

Bleed: Allow 1/8"

Trim: 8.375" x 10.875" (magazine size)

Live: Ends 3/16" inside page edge



HALF PAGE

Bleed: None required

Horz: 7.375" x 4.75"

Vert: 3.6" x 9.875"

EDITORIAL CALENDAR*

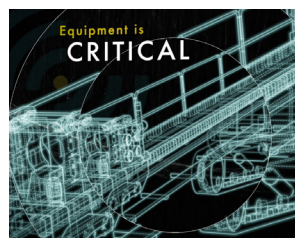
FEB/MAR



The Roundtable 2018 Review

Material Due Date:
February 1

APR/MAY



Technology Trends

Material Due Date:
April 1

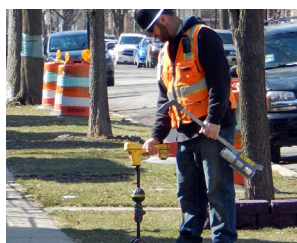
JUNE/JULY



Contractor Spotlight

Material Due Date:
June 1

AUG/SEPT



Locating Special

Material Due Date:
August 1

OCT/NOV



Editor's Choice

Material Due Date:
October 1

DEC/JAN



2019 Accident Review

Material Due Date:
December 1

PLANET
UNDERGROUND

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*(Topics subject to change at editor's discretion.)