



## 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 TV and American Locator Magazine continues to attract and engage key influencers and decision makers of over **700 companies** including: utility contractors, locators, engineers, pipeliners, public works, utilities, insurance, plus...

- Outreach to over 13,000 students worldwide in the renowned Staking University locator training program
- 12,000 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:

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

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 December 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.

**Each August, utility professionals network and learn at The Roundtable Live! at Planet Underground.** Never a trade show, *The Roundtable Live!* allows people in the industry to actually see the equipment that they rely on every day, in use, and network with the people who oversee and operate these important tools for damage prevention. Attendees can view, listen, share and learn first-hand from professional, skilled utility contractors, locators, engineers and others actively involved in the process of installing underground utilities.





Discussions on the future of damage prevention are held by contractors, locators and others at The Roundtable, each December at Planet Underground.

## Advertising Opportunities - Print, Digital, Video

### PLANET UNDERGROUND TV EPISODES

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. Call for custom pricing on multiple placements.

**Single 30-second commercials** – \$3,000 |

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



### CUSTOM VIDEOS (TRAINING, PRODUCT)

Looking for custom options to promote your brand beyond Planet Underground? We can help! Our team has the industry expertise to assist you in developing promotional training or product videos. **Contact us to learn more.**

### AMERICAN LOCATOR MAGAZINE - IN PRINT

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** – \$3,000 (\$12,000, 6 issues) | **Half-page** – \$1,600 (\$7200, 6 issues) | **Quarter-page** – \$900 (\$4000, 6 issues)  
Multiple placements receive discounting. Inquire for rates. Billing options available.

### NEW! DIGITAL ADVERTISING - WEBSITE

Promote your product or services direct to visitors of planetunderground.tv and subscribers to *American Locator* Magazine who will now have access to all articles online. Leaders, sponsors and participants in The Roundtable events are frequent visitors to our website and prime candidates for service/product promotions.

**Leaderboard 728x90 (desktop only)** – \$300/\$275/\$250 (per month - 1 month/6 months/12 months)

**Square sidebar 300x250 (desktop and mobile)** — \$225/\$200/\$150 (per month - 1 month/6 months/12 months)

### ANNUAL SPONSORSHIPS & COMBINATION PACKAGES

Annual sponsors receive best advertising rates, preferred filming and magazine content placement, and top Roundtable promotional spots. 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 video, digital and print advertising** – Contact us for discounted rates based on # of placements.



# Let Planet Underground Help Build Your Business Where it Counts

## AD SPECS

Please direct ad inquiries, submissions to [tracy.demarco@planetunderground.tv](mailto:tracy.demarco@planetunderground.tv).

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

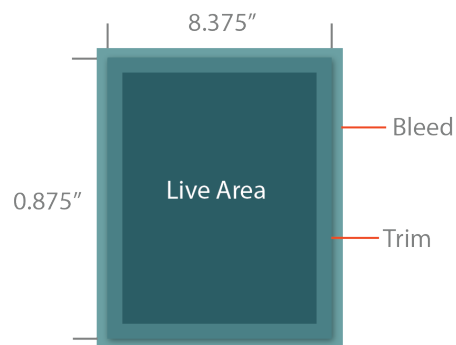
**Minimum resolution:** 300 dpi

## 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"

## 2020 EDITORIAL CALENDAR\*

### FEB/MAR



#### The Roundtable 2019 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



#### Damages 2020 Year In Review

Material Due Date:  
December 1

**PLANET**  
UNDERGROUND

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