United Contractors Magazine is a great way to promote your company. Include us in your marketing, promotions and public relations plans.

For questions, contact: Michelle Vejby at (925) 413-4038, mvejby@unitedcontractors.org.

Readership Information

United Contractors Magazine reaches our industry’s Western Region. The publication is mailed to members, both contractors and associates, industry leaders, including hundreds of additional contractors, engineers, public works agencies, special legislative affiliates, and special requestors.

- Great marketing tool to reach a targeted industry.
- 32-64 pages of editorial and advertising depending on issue published.
- Total circulation: 1,700+ copies are printed and mailed each month (estimated readership of over 4,500 each month).
- Additional Online Value:
  - Each issue is posted on unitedcontractors.org with a direct link to Issuu, where the publication is read online: issuu.com/unitedcontractors
  - Direct link to your url from your ad
  - Increased audience through Issuu; additional readers online (2,000+ readers)
  - UCON Magazine monthly e-newsletter announcing each new issue with direct access, pushing additional online readership
  - UCON Magazine is “mobile ready,” allowing readers to enjoy the magazine from their smart phones and/or tablets

Build Your Business with United Contractors Magazine

- Advertise: Ad Rates are competitive and cost-effective for our industry. Rates listed are per-insertion/ad.
- Editorial/Article Submission: United Contractors accepts articles, press releases, event news and more for reprint in our publication. Visit our website for a current Editorial Calendar.

If you have any questions, or require additional information about our publications, contact Michelle Vejby, Publications Manager, at (925) 413-4038, or via email at mvejby@unitedcontractors.org.
**EDITORIAL CALENDAR**

The United Contractors Magazine is the official publication of United Contractors, the leading union contractors association in the Western United States. United Contractors Magazine publishes a wide variety of information covering: labor relations, safety, education, legislative/government advocacy issues, management strategies, technology, the industry in general, as well as events, committees and other member-specific topics. **2020 is UCON’s 50th Anniversary—don’t miss out on this exciting marketing opportunity!**

For more information, contact: Michelle Vejby at (925) 413-4038, mvejby@unitedcontractors.org

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**JANUARY 2020**

Feature: Leadership & Excellence in Construction
Welcome UCON’s 2020 Board of Directors; plus, leadership strategies

Space and Materials deadline......December 4, 2019

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**FEBRUARY**

Feature: Industry Compliance
Regulatory issues and compliance challenges—what is on the horizon for industry

Space and Materials deadline......January 6, 2020

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**MARCH**

Feature: UCON Celebrates 50 Years!
Celebrating 50 Years of Service to our members and the industry

Space and Materials deadline......February 3, 2020

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**APRIL**

Feature: Talent Development/Continuing Education
Talent development is a crucial part of Retention and ROI; UCON Educational Training Spotlight

Space and Materials deadline......March 4, 2020

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**MAY**

Feature: Industry Technology
Innovative technology that moves the industry forward

Space and Materials deadline......April 2, 2020

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**JUNE**

Feature: Safety
The latest in Safety and Risk Management; plus special highlight of UCON’s Safety Award Winners

Space and Materials deadline......May 4, 2020

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**JULY**

Feature: The Green Issue
What UCON member companies are doing to create a greener industry

Space and Materials deadline......June 5, 2020

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**AUGUST**

Feature: The Health & Wellness Issue
Employee wellness as a key to productivity

Space and Materials deadline......July 6, 2020

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**SEPTEMBER**

Feature: The Culture Issue
Company Culture—Strategies for building an outstanding team; Highlights from UCON’s Annual BBQ

Space and Materials deadline......August 3, 2020

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**OCTOBER**

Feature: The Legislative Issue
Reports from UCON’s Government Advocacy team; UCON Voters Guide; Special UCON Auction Preview

Space and Materials deadline......September 4, 2020

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**NOV/DEC**

Feature: Member Projects
UCON member projects 2020—showcased in photos

Space and Materials deadline......October 19, 2020

*Calendar subject to change without notice.*
United Contractors Magazine is published by United Contractors, a forward-thinking trade association representing union-affiliated contractor businesses and associate firms throughout the Western United States.

Please Indicate Ad Size and Frequency:
2020 United Contractors Magazine Rates (All Ads Full Color): Ad Cost Per Issue

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<th>Ad Size</th>
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<th>4-times</th>
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Indicate the issues you wish to participate in:

- January (Leadership & Excellence in Construction)
- February (Industry Compliance)
- March (UCON Celebrates 50 Years!)
- April (Talent Development/Continuing Education)
- May (Industry Technology)
- June (Safety & Risk Management; UCON Safety Award Winners)
- July (The Green Issue)
- August (The Health & Wellness Issue)
- September (The Culture Issue)
- October (The Legislative Issue)
- Nov/Dec (Member Projects)

Special Notes:

Please repeat our previous magazine ad with the schedule indicated.

Email form to: Michelle Vejby at, mvejby@unitedcontractors.org

Premium Ads (Inside Covers, TOC and Back Cover — call for pricing and space options).
Special Ad Inserts also available. For information and pricing, contact Michelle directly at (925) 413-4038, or mvejby@unitedcontractors.org
Artwork Specifications:

Electronic Artwork: United Contractors Magazine accepts electronic submissions of ad artwork according to the following specifications:

- Artwork Bleeds: Full page ads can bleed (all four sides); be sure to leave artwork at least 1/8” over on all sides for trimming purposes. All other ad sizes are no-bleed.
- Adobe PDF is acceptable. When preparing PDFs, please EMBED ALL fonts and graphics used in your advertisement. Also, please ensure that all embedded logos, pictures, and other graphics are High Resolution (300 dpi) before generating a PDF file.
- EPS format is also acceptable, following the same guidelines for PDF listed above. Ensure that all fonts are changed to outlines.
- United Contractors Magazine also accepts electronic files generated in Adobe Photoshop, Illustrator, InDesign, PageMaker, and QuarkXPress, in either PC or Mac formats.
- If application files are sent, be sure to include ALL graphics and fonts used in the advertisement as separate files.
- Send submissions either on disk, or e-mail electronic files to mvejby@unitedcontractors.org.
- If you have any questions, contact Michelle Vejby, Publications Manager at (925) 413-4038, or via email at mvejby@unitedcontractors.org.