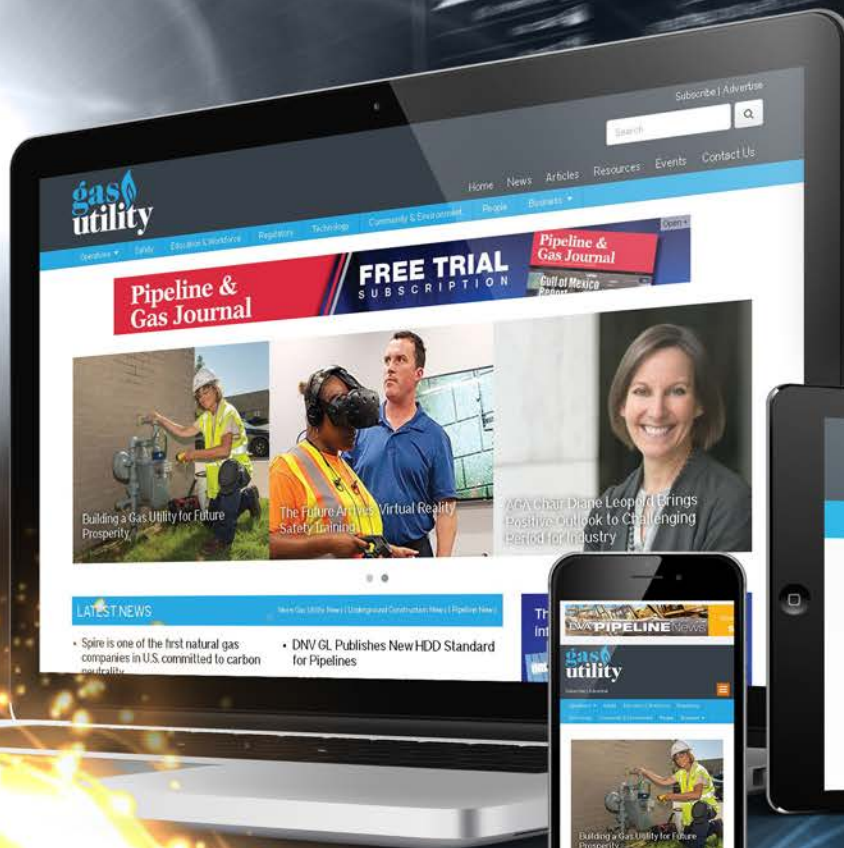


# gas utility

Verifiable  
results for the  
gas distribution  
industry.



## 2020 MEDIA PLANNER

SPONSORED CONTENT | ENGAGEMENT | LEAD GENERATION



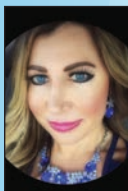
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In 2020, the world has contended with a plethora of issues, concerns and even a pandemic. But North America continues to regain its economic traction and that means energy is again essential to our future growth.

While there is much ado about alternative fuels, the reality is that it will be many years, probably many decades, before alternative fuels are discovered to contribute in any significant way to North America's voracious appetite for energy. But through all the discussions and heated arguments regarding modern energy supplies, one fuel has clearly emerged as a viable source.

Natural gas continues to meet the needs of all our energy needs. While often lumped into "dirty" carbon energy with coal and oil, nothing could be further from the truth. Gas is amazingly affordable, plentiful and extremely energy efficient. It's no surprise that gas is steadily replacing dirty fuels, such as coal and fuel oil for all energy uses ranging from power generation to home appliances.

To meet the steadily growing demands for natural gas, both commercial and residential, gas distribution utilities have been in scramble mode for several years, seeking to ensure ready access to gas supply; steadily expanding, updating and rehabilitating their distribution networks; and increasing power generation capabilities. All this while endeavoring to be good corporate and community neighbors by supplying safe energy in an efficient and low carbon manner.

It is no easy task. It takes constant vigilance, system monitoring and updates, technology advances and operation improvements and streamlining. But gas utility systems are up to the task, whether they are one of the top 200 major gas utilities or among the thousands of municipal organizations.

To aid gas utility professionals in their quest to deliver high quality services, *Gas Utility* has been launched as a new adventure in media publishing. It targets managers and senior personnel of North America's gas utilities. Joining the Gulf Energy Information family of outstanding media products, *Gas Utility*, through weekly e-newsletters, a monthly technology report and a highly interactive and constantly updated website, will delve into the important issues and needs of the gas utility markets including technology, operations management and industry best practices

We are excited to cover and become embedded within this unique and vibrant market. Sister media Underground Construction and Pipeline & Gas Journal bring many years of experience in various aspects of the gas market and will support the efforts of new *Gas Utility* Managing Editor Brianna Rodriguez. Expect her calls and emails soon as she will explore and produce significant content about the important needs and technology impacting gas utilities today.

In addition to the e-newsletters and website, a new conference, UtiliTech, will be co-located with the annual Underground Construction Technology event next January in Nashville, TN. A focused program track and exhibit area will highlight technology, ops and other challenges of the LDC world.

We pledge to deliver a quality information and education source to an industry that in some ways has been isolated and overlooked in the modern industry forum. Your stories now have a voice; your needs now have a fountain of important information delivered on a steady basis.

Regards,



# Utility365: Connecting Through Content

Connect your content with our audience by positioning your quality content on Gas-Utility.com, the premier website dedicated to serving the needs of the North American gas distribution industry.

With *Gas Utility*, you can concentrate all of your company's content in the one place industry decision-makers and experts are visiting on a real-time basis. Your case studies, videos, press releases, white papers and marketing collateral will be hosted on a dedicated microsite, equipping your company's prospective customers with the knowledge they need so start a conversation.

*Gas Utility's* editorial team will strategically place your material throughout our digital platforms to generate awareness, traffic and leads. From targeting key market segments to select regions, *Gas Utility's* content sponsorship campaigns are the key to reaching the right decision makers and generating a better ROI on marketing spend.



## CONNECTING THROUGH CONTENT



### Content

Case studies, technical articles, press releases, videos, white papers, and webcasts



### Distribution

Distributed through website placements, e-Newsletters, and social media.



### Branding

Company logo, company description, areas of operation, and contact details



### Leads

Qualified leads are reported within 48 hours of promotions.



### Reporting

Campaign analytics are reported on a monthly basis.

**Premium:** \$2,500/month (6-month minimum)  
**Standard:** \$1,500/month (6-month minimum)



# EDITORIAL CALENDAR 2020

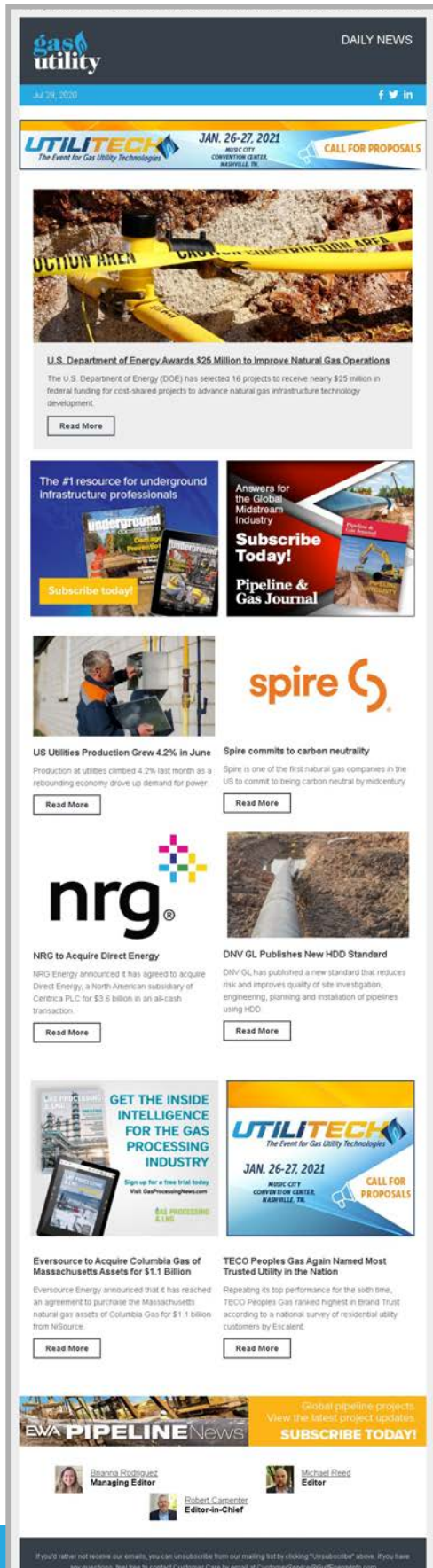
MONTH	EDITORIAL EMPHASIS	TECHNOLOGY TOPICS
January	Safety	Meter Tech
February	Top 200 Gas Utilities	Plastic Pipe & Fittings
March	Damage Prevention	Gas Rehab Rehabilitation
April	Expanding Role of Utilities	IT: Software Advances
May	Fleet Management	Leak Detection
June	Drone Applications	Gas Rehabilitation
July	Maintenance	Fusion and Hot Tapping
August	LDCs Coronavirus Response	Leak Detection/Odorization
September	Cross Bore Safety	Gas Rehabilitation
October	Customer Service	Meter Tech
November	Right-of-Way	Field Data
December	Cast Iron Replacement	Keyholes and Coring



Photo: Wehogas by Infra Pipe Solutions Ltd.



# DIGITAL MARKETING SOLUTIONS: INCREASE BRAND AWARENESS



## ONLINE ADVERTISING

Incorporate *Gas Utility* in your campaign to drive web traffic and increase awareness for your company, product or service.

Web Ads	Single Month	6 Months	12 Months
Push Down	\$1,595	\$7,435	\$11,250
Leaderboard	\$1,125	\$4,955	\$7,250
Page Peel	\$1,495	\$6,895	\$10,785
MPU1	\$1,375	\$6,275	\$9,775
MPU2	\$1,325	\$6,095	\$9,465

Pushdown

970x90 /970x415

Leaderboard

728x90

Page Peel

680x  
680

Mobile Only

300x50

MPU1, MPU2

336x280

## E-NEWSLETTER ADVERTISING

*Gas Utility's* e-Newsletters bring together the most relevant news for gas utility professionals. Five ad positions are available in both the weekly and monthly e-newsletters. Available positions: leaderboard, MPU1, MPU2, MPU3, MPU4.

### *Gas Utility Weekly e-News*

Delivered each Wednesday, the *Gas Utility* weekly e-newsletter presents the most important news, trends and developments for the North American gas distribution industry.

	Once/Month	2X/Month	Full Month
Leaderboard	\$1,095	\$1,750	\$3,250
MPU1	\$975	\$1,550	\$2,865
MPU2	\$905	\$1,450	\$2,675
MPU3	\$850	\$1,350	\$2,500
MPU4	\$805	\$1,285	\$2,395

### *G-Tech Monthly e-News*

This monthly e-Newsletter reviews the latest technological developments in the gas distribution industry and presents case studies of its use in real-world operations.

Leaderboard	\$1,995
MPU1	\$1,875
MPU2	\$1,795
MPU3	\$1,745
MPU4	\$1,695

# LEAD GENERATION: OUR AUDIENCE, YOUR CLIENTS.



## WEBCASTS

A *Gas Utility* webcast provides you with a powerful platform to take a thought leadership position on an important topic or showcase your products and services to qualified gas utility professionals across North America.

*Gas Utility* offers both exclusive and multi-sponsored webcasts, and no matter which option you choose, all webcast planning, marketing and logistics will be managed by an experienced webcast manager. Each webcast is moderated by a *Gas Utility* editor, and the sponsor(s) can specify custom registration questions for pre-event lead qualification.

Sponsors receive contact information for all registrants.

Single sponsor: \$8,000  
Multi-sponsor: \$3,500/sponsor (x2)  
\$3,000/sponsor (x3)



## WHITE PAPERS

Your white paper is hosted on Gas-Utility.com and distributed to the *Gas Utility* audience via a monthly email. Leads for each white paper are captured and supplied to the sponsor within 48 hours.

\$2,000/month





# UTILITECH

The Event for Gas Utility Technologies

**CLICK HERE FOR SPONSORSHIP DETAILS!**

Gas Utility is proud to introduce the inaugural UtiliTech Conference, a technology and information event designed for the gas utility industry. This important industry segment will be co-located with Underground Construction Technology (UCT) and will have a dedicated track (Tuesday, Jan. 26 and Wednesday, Jan. 27) on the conference's educational program.



By attending UtiliTech, gas utility management personnel can look forward to learning about emerging technologies, services and equipment as well as topics that will assist them with daily challenges and operations. Combined with

our sister publications, *Underground Construction* and *Pipeline & Gas Journal*, UtiliTech will be promoted to nearly 20,000 gas utility industry professionals!

Showcase your emerging technology or service with a sponsorship or tabletop exhibit in the UtiliTech Pavilion in the UCT exhibit hall. Sponsorships offer a myriad of promotional opportunities for your company and will be seen before, during and after the UtiliTech conference has ended. View the floor plan and download the UtiliTech contract [HERE](#).

## FOUR WAYS TO PARTICIPATE:



ATTEND



EXHIBIT



SPEAK



SPONSOR

	Platinum*	Gold	Silver	Booth (furnishings not included) \$2,545
Furnished booth (draped table, 2 chairs, carpet)	●			
Logo on registration confirmation	●			
Full-page ad in the show program	●			
Banner ad on UtiliTech page	●			
Promo video in select conference e-blasts	●			
Banner ad included in conference registration confirmation	●			
Custom social media widget	●	●	●	
Half-page ad in the show program		●		
MPU ad on UtiliTech page		●		
4 Full conference passes	●	●	●	●
Logo in the conference app	●	●	●	
Logo on banner in classroom	●	●	●	
Logo in conference advertisements	●	●	●	
Recognition within <i>Gas Utility</i> digital media	●	●	●	●
Recognition in <i>Underground Construction</i>	●	●	●	
Recognition in <i>Pipeline &amp; Gas Journal</i>	●	●	●	

\*Current UCT exhibitors may sponsor at the platinum level for \$2,500

For more information, please contact Karen Francis, Events Director at [Karen.Francis@Gas-Utility.com](mailto:Karen.Francis@Gas-Utility.com)



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