



NUCA OF WASHINGTON

Connect with Washington's more than \$20.5 billion construction industry leaders.

THE NUCA OF WASHINGTON ADVANTAGE

- Our members represent **more than 3 out of 4** utility contractors in Washington.
- Business activity in Washington's construction industry totals **more than \$20.5 billion**, which is 16 percent of all in-state sales.
- More than 261,000 workers are employed by contractors and construction services and materials suppliers in the state with a total payroll of **\$13.3 billion**.

WHO WE ARE

NUCA of Washington has been the driving force for the state's utility industry. Our growing membership continually works to improve the business environment for the utility construction community through dedicated involvement in legislative action, education, networking and communication.

WHY ADVERTISE?

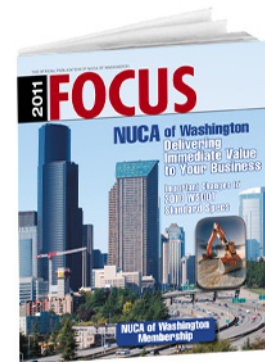
Placing your advertisement in *Focus 2012* will put you in front of the leaders in Washington's utility contracting industry. **Don't miss out on this opportunity to reach more than 3 out of 4 utility contractors in Washington. Contact your Naylor account executive today to reserve your space in *Focus 2012*.**

CONTACT:

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Focus 2012



Focus 2012 is the NUCA of Washington's official annual magazine. It delivers vital industry and association information to more than 3 out of 4 utility contractors in Washington, making it easy for advertisers to reach this influential purchasing audience.

MEMBER & READER PROFILE

Our official member resource is utilized by **underground utility owners, project managers, suppliers and safety personnel**. In addition, **Focus 2012** reaches industry professionals such as:

- Attorneys
- Engineers
- Insurance companies
- Bonding companies
- Accountants
- Material and equipment rental suppliers
- Various city and state government officials

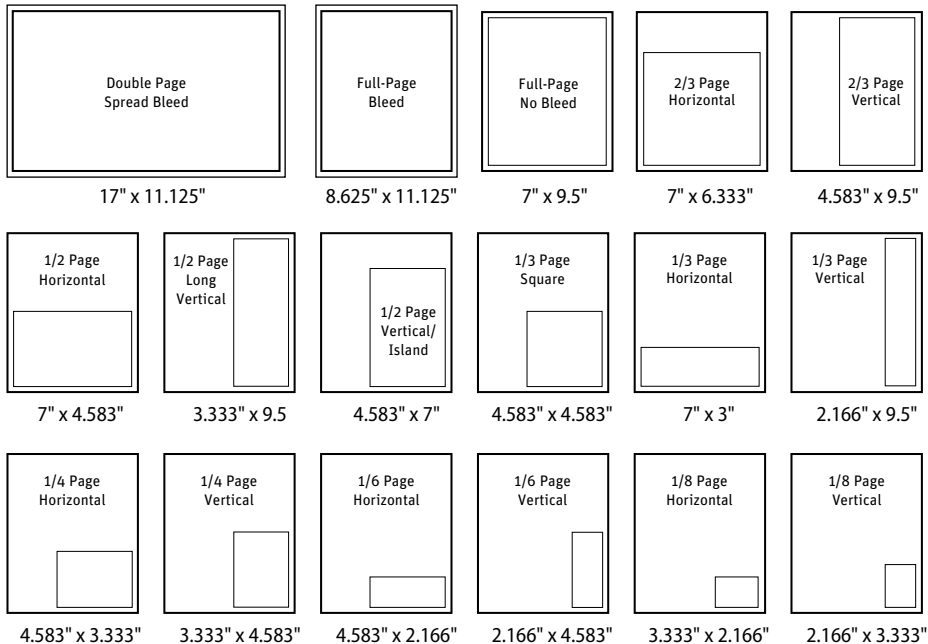
Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Ad Size	Full-Color	Black-and-White
Double-Page Spread	\$3,539.50	N/A
Outside Back Cover	\$2,629.50	N/A
Inside Front or Inside Back Cover	\$2,519.50	N/A
Full Page	\$2,009.50	\$1,529.50
2/3 Page	\$1,889.50	\$1,299.50
1/2 Page	\$1,309.50	\$979.50
1/3 Page	\$989.50	\$759.50
1/4 Page	\$769.50	\$579.50
1/6 Page	\$569.50	\$469.50
1/8 Page	\$429.50	\$389.50

Print Advertisement Specifications

Magazine Trim Size: 8.375" x 10.875"



DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off.

Production, Proofs and Revisions

Naylor provides professional ad assembly to non-agency clients at no charge. Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (UCW-A0012)



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|--|
| <input type="checkbox"/> Accounting Services | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Pipe Cleaning & CCTV Inspection |
| <input type="checkbox"/> Aggregate Supplies | <input type="checkbox"/> Equipment Leasing | <input type="checkbox"/> Pipe Joint Testers |
| <input type="checkbox"/> Air Tools | <input type="checkbox"/> Explosives & Accessories | <input type="checkbox"/> Precast Concrete Products |
| <input type="checkbox"/> Air & Gas Monitors | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Pumps & Pump Station |
| <input type="checkbox"/> Attachments | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Saws |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Geo-textiles & Fabrics | <input type="checkbox"/> Scrapers |
| <input type="checkbox"/> Auctioneers & Appraisers | <input type="checkbox"/> Grapples | <input type="checkbox"/> Sewer Bypass Plugs |
| <input type="checkbox"/> Backhoes, Dozers & Loaders | <input type="checkbox"/> Grinders | <input type="checkbox"/> Sewer & Water Maintenance |
| <input type="checkbox"/> Banking Services | <input type="checkbox"/> Grouting | <input type="checkbox"/> Shoring |
| <input type="checkbox"/> Barriers, Rails & Guards | <input type="checkbox"/> Hammer & Breaker Attachments | <input type="checkbox"/> Shoring Systems |
| <input type="checkbox"/> Bonding | <input type="checkbox"/> Hazardous Waste Equipment | <input type="checkbox"/> Soil Stabilization Fluids |
| <input type="checkbox"/> Bonds | <input type="checkbox"/> Heavy Construction | <input type="checkbox"/> Steel Supplies |
| <input type="checkbox"/> Boring Equipment | <input type="checkbox"/> Heavy Equipment | <input type="checkbox"/> Storm Drainage |
| <input type="checkbox"/> Boring/Trench Shields | <input type="checkbox"/> Rental/Sales/Services/Parts | <input type="checkbox"/> Surety Bonding |
| <input type="checkbox"/> Buckets | <input type="checkbox"/> Heavy Hauling Equipment | <input type="checkbox"/> Tampers |
| <input type="checkbox"/> Castings, Manholes & Grates | <input type="checkbox"/> High Pressure Test Plugs | <input type="checkbox"/> Teeth |
| <input type="checkbox"/> Compactors & Compressors | <input type="checkbox"/> Hot Tapping | <input type="checkbox"/> Testing Equipment |
| <input type="checkbox"/> Communications Cabling | <input type="checkbox"/> Hydraulic Tools | <input type="checkbox"/> Tools |
| <input type="checkbox"/> Computer Software & Supplies | <input type="checkbox"/> Insurance | <input type="checkbox"/> Traffic Control Equipment |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Lasers | <input type="checkbox"/> Trailers |
| <input type="checkbox"/> Confined Space Equipment | <input type="checkbox"/> Leak Detection | <input type="checkbox"/> Training Equipment |
| <input type="checkbox"/> Contractor Services | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Trench Shields |
| <input type="checkbox"/> Conveyors | <input type="checkbox"/> Lighting Equipment | <input type="checkbox"/> Trucks |
| <input type="checkbox"/> Couplings | <input type="checkbox"/> Line Stopping | <input type="checkbox"/> Utility Locating & Mapping |
| <input type="checkbox"/> Cranes | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Valves & Hydrants |
| <input type="checkbox"/> Cutting Edges & Accessories | <input type="checkbox"/> Manhole Vacuum Testing Equipment | <input type="checkbox"/> Ventilation Equipment |
| <input type="checkbox"/> Detectors | <input type="checkbox"/> Meters | <input type="checkbox"/> Water, Storm & Sewer Suppliers |
| <input type="checkbox"/> De-watering Equipment | <input type="checkbox"/> Micro-tunneling Equipment | <input type="checkbox"/> Waterworks Pipe & Fittings |
| <input type="checkbox"/> Distributors | <input type="checkbox"/> Pavers | <input type="checkbox"/> Welding Equipment & Accessories |
| <input type="checkbox"/> Drilling Contractors | <input type="checkbox"/> Petroleum Products | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Drills | <input type="checkbox"/> Pipes | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Pipe Accessories | _____ |
| <input type="checkbox"/> Engines | | _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____

