

UBBA MEDIA KIT

YOUR GUIDE TO ENGAGING WITH
UBBA MEMBERS THROUGHOUT
THE YEAR.

FOSTERING UBBA'S MISSION TO
ADVANCE AND DEVELOP UTILITY
PRIVATE BROADBAND NETWORKS
AS THE KEY ENABLER TO THE
GRID OF THE FUTURE.

2024
-
2025



UBBA

UBBA 2024-2025 MEDIA KIT OVERVIEW

UBBA has grown in our first years to reach interested utilities and stakeholders across North America and beyond.

The Alliance Members' goals are to drive innovation, foster collaboration and influence the utility industry. As a valued member, you have exclusive opportunities to showcase your brand and share your expertise with our engaged audience.

This 2024-2025 Media Kit is your guide to the new opportunities UBBA offers its members to advertise and contribute content, helping you to maximize your reach and impact within our community.

UBBA is committed to supporting our members through collaborative opportunities and by providing a platform for thought leadership and industry insights.

ADVERTISING OPPORTUNITIES

Maximize your visibility with these newsletter ad formats:

- Banner Ads: Prime placements in UBBA newsletters.
- Sponsored Content: Feature your expertise with articles and case studies.
- Spotlight Ads: Reach our engaged subscribers with spotlights pointing to your content.

For detailed pricing and deadlines, please refer to our rate card on page 3.

CONTENT CONTRIBUTION

Share your knowledge and experience with our electronic newsletter audience by contributing content. We welcome short articles, case studies, whitepapers, infographics, and videos. Our editorial team is here to support you every step of the way. Contribute today and position yourself as a thought leader in the industry.

ADDED SOCIAL REACH

In addition to our direct email subscribers, we will share your ads and content with our followers on social media platforms of LinkedIn and X, as well as a permanent home on the UBBA.com website.



7500⁺

UBBA EMAIL
SUBSCRIBERS

22%

OPEN RATE



2,170

FOLLOWERS

DEADLINES AND PUBLICATION DATES

In order to keep the integrity of our UBBA newsletter, it is imperative that all members adhere to the strict deadlines and parameters below.

The ad specifications requirements:

- All Ads require approval from the UBBA Executive Director
- Must be JPEG or PNG format
- Must include exact URL to link from your ad
- Top-Premier Banner Ad Size: 750 x 100 (\$500 each)
- Lower Banner Ad Size: 750 x 80 (\$400 each)
- Spotlight Large Square Ad Size: 250 x 250 (\$350 each)
- Spotlight Small Square Ad Size: 150 x 150 (\$250 each)
- Bundles Available with Discussion
- Ad Space is Limited

2024 Issues	Potential Themes	Ads Due Date	Content Due Date	Publication Date
June	Policy & Advocacy	June 14, 2024	June 14, 2024	June 28, 2024
August	Cybersecurity/AMI-2	August 2, 2024	August 2, 2024	August 23, 2024
October	Summit & Plugfest Plan	October 4, 2024	October 4, 2024	October 31, 2024
December	End of Year Wrap-Up	December 2, 2024	December 2, 2024	December 20, 2024
2025 Issues	Theme	Ads Due Date	Content Due Date	Publication Date
January	2025 Trends	January 14, 2025	January 14, 2025	January 31, 2025
February	DistribuTECH Plan	February 11, 2025	February 11, 2025	February 28, 2025
March	Spectrum Topics	March 11, 2025	March 11, 2025	March 28, 2025
April	Evolving AI	April 8, 2025	April 8, 2025	April 25, 2025
May	Public & Private Hybrids	May 13, 2025	May 13, 2025	May 30, 2025
June	Policy & Advocacy	June 10, 2025	June 10, 2025	June 27, 2025
July	Storm Restoration	July 8, 2025	July 8, 2025	July 25, 2025
August	MC-PTT & Workforce	August 12, 2025	August 12, 2025	August 29, 2025
September	Cybersecurity	September 9, 2025	September 9, 2025	September 26, 2025
October	Summit & Plugfest Plan	October 14, 2025	October 14, 2025	October 31, 2025
November	Skip – All at UBBA Summit & Plugfest 2025			
December	End of Year Wrap-Up	December 2, 2025	December 2, 2025	December 12, 2025

Each Newsletter May Include:

- UBBA Working Groups Updates
- Industry Event Updates
- UBBA Webinars Scheduled & Recorded
- Content From UBBA Members
- Policy & Advocacy Updates
- Summit & Plugfest Planning & Overviews
- Content on Themes
- Welcome New Members
- Update from the Board of Directors





SPONSOR A UBBA WEBINAR

Whether rural or urban, electric, water or gas, IOU, Coops, or Munis, the Utility Broadband Alliance (UBBA) aims to assist its members in planning, designing and deploying secure, reliable & resilient broadband networks to support America's transforming critical infrastructure. As a member of UBBA, you can sponsor a webinar to share your thought leadership on these critical topics.

UBBA Marketing with Sponsor

- Listed on UBBA website, portal calendar, and logo on webinar registration page
- Promoted to UBBA database of more than 7000 interested individuals (two emails)
- Promoted in multiple Twitter and LinkedIn social posts (twice per channel)

Webinar Opening & Closing

- Sponsor will get a three minute introduction and logo on webinar
- Sponsor will have the option to moderate the session with utility/partner speakers
- Sponsor will offer closing comments and key takeaway

Participant List & Follow-up

- Sponsor will have access to full attendees list
- Sponsor will be highlighted in UBBA quarterly newsletter with link to archive
- Webinar will be available on-demand on the UBBA website

Cost to Sponsor a UBBA Webinar in 2024-25

- Lowest Price for UBBA Members
- \$1000 per one-hour webinar

A night scene featuring a power line tower in the center, illuminated with a bright blue light. Several power lines extend from the tower towards the horizon. The background is a dark blue sky filled with stars, and a silhouette of a forest is visible in the foreground.

THANK YOU
FOR YOUR SUPPORT

CONTACT UBBA TODAY

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INQUIRIES ABOUT ADVERTISING, CONTENT,
SPONSORSHIP, WEBINARS, ETC.