2018 UNITED GROUP Advertising Plan

Thank you for your interest in advertising in *United Connects*, the quarterly news & marketing magazine of The United Group® (TUG). The purpose of *United Connects* magazine is to share information among our Member Stockholders and Preferred Suppliers, including company profiles and Supplier products and services promotions. We want to help increase your exposure and sales to Member Stockholders.

United Connects is mailed four (4) times a year to primary contacts at more than 400 distributor Members and 180+ manufacturer/vendor Suppliers. Each issue is posted in a screen-viewable format (PDF) on TUG's website, making it available to search engine traffic and for Members and Suppliers to share with customers and sales teams — effectively extending your advertising dollars. TUG also distributes *United Connects* to Member and Supplier prospects, to editors of the national trade press, and at industry trade shows (http://unitedgroup.com/united-connects).

To place a paid advertisement in *United Connects* magazine:

1. From the chart below, choose the ad size that suits your budget and needs.
2. Contact Sarah Brodie to reserve your ad space (540-248-0480 or sbrodie@unitedgroup.com).
3. Submit final digital ad file (press-ready PDF) to Sarah by deadline.*

*Please email files 10MB or less to sbrodie@unitedgroup.com. Larger files may be uploaded to your ftp server for download or written to CD and mailed to Sarah Brodie.

Ad sizes and rates for *United Connects* magazine (all ads are 4-color)

Ad Size	Specifications	Single ad rate	4-ad Discount	4-issue ad rate (each)
Full-page with bleed**	8.25"w x 10.75" l	$1,200	25% per ad	$900
Full-page with border	7.375"w x 10"l	$1,200	25% per ad	$900
Half-page vertical	3.625"w x 10"l	$600	25% per ad	$450
Half-page horiz.	7.375"w x 5"l	$600	25% per ad	$450
Quarter-page vertical	3.625"w x 5"l	$300	25% per ad	$225
Quarter-page horiz.	7.375"w x 2.4375"l	$300	25% per ad	$225

**Full-page ads with bleed must have .125" bleed on all sides.
Bleed trims off in production; we recommend keeping live type .5" from edges of page.

Sarah Brodie, Director of Communications • (540) 248-0480
sbrodie@unitedgroup.com • www.unitedgroup.com

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Deadlines for 2018 All Paid Advertisements & Free News Releases

	Issue I pre-Conference	Issue II Conference recap	Issue III pre-ISSA	Issue IV end of year
Ads & press releases due no later than:	Friday February 16	Friday May 18	Friday August 17	Monday November 12
Target mail date***	w/o Mar. 25	w/o June 26	w/o Oct. 1	w/o Dec. 31

***Proofing, printing and mailing the magazine requires 10-12 working days, not including major holidays.

OTHER INFO:
Payment is due in full within 30 days of the invoice date and should be remitted to: Jeff Albritton, The United Group, 3121 Mercedes Drive, Monroe, LA 71201 (jalbritton@unitedgroup.com). Payment options include company check, purchase order and credit card (VISA, MasterCard, American Express and Discover). *Accounts 30 days overdue may be charged 2 percent monthly late fee.*

Please contact Sarah Brodie, Director of Communications and editor/publisher of *United Connects* at (540) 248-0480, sbrodie@unitedgroup.com, 302 Rainbow Drive, Staunton VA 24401.