



MEMORANDUM

TO: Association Members

FROM: Roger Wuestefeld
Chairman, Industry Directory Committee

RE: 2011 Industry Directory Ad Campaign

DATE: October 6, 2010

We are pleased to announce our advertising campaign for the 2011 Industry Directory. This Directory continues to be a useful resource as well as an advertising tool for the Utility and Transportation Contracting industry in New Jersey.

As you know, the advertising campaign for our annual Industry Directory is the basic fund-raising activity that our association promotes for UTCA income. We need your assistance to ensure the effectiveness of this year's program, and we ask that you follow these steps as soon as possible:

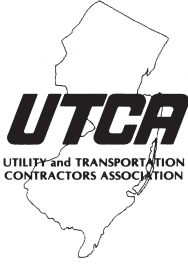
Complete the enclosed form and return it to our office with your advertising message.

Forward a copy of the advertising form to firms with whom you do business so that those firms can send us their ads as well.

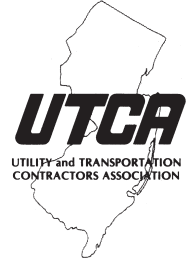
If you wish to have one of your office personnel send additional advertising forms to other vendors, please photocopy the enclosed form.

*Our goal is an average of only one ad for each association member. We can achieve that goal with your support and cooperation. Please note that **the deadline for advertising material is December 3, 2010.** If you have any questions about this advertising program, please feel free to contact the association office so that we may assist you.*

WE APPRECIATE YOUR EFFORT ON OUR BEHALF.



UTILITY AND TRANSPORTATION
CONTRACTORS ASSOCIATION OF NEW JERSEY



2011 INDUSTRY DIRECTORY

Calendar Of Association Events

Advertisers Index & Product List

*Complete Listings Of UTCA Officers, Directors, Staff,
Committee Representatives, Contractor, Subcontractor,
Associate And Affiliate Members*

*Names, Addresses, Phone Numbers Of New Jersey's
U.S. Senators & Congressional Representatives,
State Senators & Assemblypersons*

Vital Governmental Agency Information

A Listing Of Many New Jersey Labor Unions

A Spacious 15 Month Appointment Calendar

List Of 2011 Holidays

THIS UTCA INDUSTRY DIRECTORY IS DISTRIBUTED TO:

*New Jersey Contractors
New Jersey Material Suppliers
State Government Officials
Public Works Officials
Municipal Engineers
Consulting Engineers*

EASY REFERENCE IN A HANDSOMELY BOUND DESK DIRECTORY

***A GREAT VEHICLE FOR YOUR UNIQUE
ADVERTISING MESSAGE TO THE INDUSTRY***

Please Contact Helene Nasdeo At (732) 292-4300 With Any Questions Regarding Advertising.



2011 INDUSTRY DIRECTORY

Published by the:
Utility and Transportation Contractors Association of New Jersey
P.O. Box 728
Allenwood, New Jersey 08720
Phone: 732/292-4300 -- Fax: 732/292-4310



RESERVATION FORM

Please Reserve:

	<u>Size</u>	<u>Dimension</u>	<u>Cost</u>
-----	Full Page	7 1/2 x 10"	\$525.00
-----	Half Page	7 1/2 x 4 7/8"	\$400.00
-----	Quarter Page	3 5/8 x 4 7/8"	\$325.00

PREFERRED POSITION: \$300.00 additional (Contact Mike DeVito at the association office to find out which preferred spaces are available)

COLOR CHARGES - IN ADDITION TO SPACE CHARGES

- _____ Blue: \$80.00
- _____ Second Color Other Than Blue: \$250.00
- _____ Four Color: \$550.00

ALL RATES ARE NET--NO COMMISSIONS OR CASH DISCOUNTS

The Deadline for Industry Directory Ads is December 3, 2010

DIMENSION SPECIFICATIONS ON BACK OF THIS RESERVATION FORM.

OUR CHECK MADE PAYABLE TO UTCA FOR \$ _____ IS ENCLOSED.
PLEASE TYPE/PRINT NEATLY:

COMPANY: _____

ADDRESS: _____

CITY, STATE & ZIP: _____

CONTACT: _____ PHONE: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

REPEAT LAST YEAR'S AD: () YES () NO, If no, please list other instructions:

IMPORTANT: Ad copy information or special instructions should be attached to this form or should be e-mailed to directory@utcanj.org. **For best reproduction of ads, please use sharp black and white material, logos, lettering, pictures, etc.** Please feel free to contact our office with any questions 732/292-4300.

FULL PAGE 7^{1/2} x 10"

OUTSIDE PAGE SIZE 8^{1/2} x 11"

SPIRAL BOUND

QUARTER PAGE 3^{5/8} x 4^{7/8}"

SPECIFICATIONS FOR SUBMITTING ADS ON DISK:

You may submit ads on disk for either
MAC or PC platforms.

On MAC you may use:

Quark (3.3 or 4.0), Pagemaker (6.0 or higher).
Photoshop (6.0 or higher).

On PC you may use:

Pagemaker (6.0 or higher), Microsoft Word,
WordPerfect 6.0, Photoshop (6.0 or higher).

*All type fonts must be supplied on disk, all scans must be
supplied on disk. Hard copy print out must accompany
disk. You can e-mail ads to directory@utcanj.org.*

**PLEASE UNDERSTAND, WHAT YOU SEND US
(UNLESS WE ARE TOLD OTHERWISE) IS HOW IT
WILL APPEAR IN THE PUBLICATION!**

**IF YOU HAVE ANY QUESTIONS REGARDING
YOUR FIRM'S ADVERTISEMENT, PLEASE CON-
TACT HELENE NASDEO AT THE UTCA OFFICE.**

HALF PAGE 7^{1/2} x 4^{7/8}"



UTILITY AND TRANSPORTATION CONTRACTORS ASSOCIATION



INDUSTRY DIRECTORY LISTING CHANGE/CORRECTION

As part of the development of our 2011 Industry Directory, we are asking all firms that have had a change of name or address, changed phone number or new area code, have acquired a facsimile machine, or were listed incorrectly in last year's Industry Directory, to provide our office with updated information. *You may also your company's website address.* **Please note that this form is to be used for new information or corrections only!!!** If your company listing in the 2010 Industry Directory has not changed, do not send in this form. Please complete the following:

PLEASE TYPE!!!

COMPANY: _____

STREET ADDRESS: _____

CITY, STATE & ZIP: _____

TELEPHONE: _____

FACSIMILE: _____

E-MAIL: _____

CONTACT: _____

WEBSITE: _____

Return this form to the association office no later than **December 3, 2010** to ensure the proper listing of your firm in the Industry Directory.

UTCA
P.O. Box 728
Allenwood, NJ 08720