

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.

2026



UBBA

UBBA 2026 MEDIA 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 2026 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



2,694+

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 100 (\$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

| 2026 Issues | Theme | Ads Due Date | Content Due Date | Publication Date |
|-------------|---|--------------------|--------------------|--------------------|
| January | 2026 Industry Trends | January 21, 2026 | January 21, 2026 | January 30, 2026 |
| February | DTECH Insights | February 11, 2026 | February 11, 2026 | February 27, 2026 |
| March | Spectrum Topics | March 13, 2026 | March 13, 2026 | March 31, 2026 |
| April | Evolving AI | April 10, 2026 | April 10, 2026 | April 30, 2026 |
| May | AMI 2.0 | May 13, 2026 | May 13, 2026 | May 29, 2026 |
| June | Policy & Advocacy | June 10, 2026 | June 10, 2026 | June 30, 2026 |
| July | Storm Restoration | July 13, 2026 | July 13, 2026 | July 31, 2026 |
| August | Cybersecurity | August 13, 2026 | August 13, 2026 | August 28, 2026 |
| September | Summit & Plugfest Plan | September 10, 2026 | September 10, 2026 | September 30, 2026 |
| October | Skip – All at UBBA Summit & Plugfest 2026 | | | |
| November | Plugfest Recap | November 12, 2026 | November 12, 2026 | November 30, 2026 |
| December | Year in Review | December 11, 2026 | December 11, 2026 | December 21, 2026 |

Each Newsletter May Include:

- UBBA Working Groups Updates
- Industry Event Updates
- UBBA Webinars Scheduled & Recorded
- Sponsored Content From UBBA Members (\$1000 per placement - 100 words max plus link to sponsor page)
- 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 2026

- ☐ Lowest Price for UBBA Members
- ☐ \$1000 per one-hour webinar (Some Membership Levels have this included as a benefit)



THANK YOU
FOR YOUR SUPPORT

CONTACT UBBA TODAY

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