



*Wisconsin Underground  
Contractors Association, Inc.*

**SPACE RESERVATION FORM FOR ADVERTISING IN WUCA'S  
"FROM THE TRENCHES"**

Advertiser \_\_\_\_\_

By \_\_\_\_\_

Address of advertiser \_\_\_\_\_

\_\_\_\_\_

Size of ad \_\_\_\_\_

Number of issues contracted for \_\_\_\_\_

Amount Enclosed \_\_\_\_\_

Bill me \_\_\_\_\_

Return to:  
WUCA, 2835 N. Mayfair Rd., Milwaukee, WI 53222

**"A"**

2 $\frac{1}{8}$ " x 2- $\frac{3}{8}$ "

\$42 - 1 issue  
\$72 - 2 issues  
\$144 - 4 issues

**"B"**

4 $\frac{1}{2}$ " x 2 $\frac{3}{8}$ "

\$72 - 1 issue  
\$132 - 2 issues  
\$264 - 4 issues

**"C"**

2 $\frac{3}{8}$ " x 7"

\$102 - 1 issue  
\$192 - 2 issues  
\$384 - 4 issues

**Larger ads priced as follows:**

- 4 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ " - \$102 1 issue
- 7" x 4 $\frac{1}{8}$ " - \$138 1 issue
- Full Page - \$270 1 issue

**"D"**

1 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ "

\$42 - 1 issue  
\$72 - 2 issues  
\$144 - 4 issues

**"E"**

2 $\frac{1}{8}$ " x 4 $\frac{7}{8}$ "

\$72 - 1 issue  
\$132 - 2 issues  
\$264 - 4 issues

Publication size - 8 $\frac{1}{2}$ " x 11"

Content - News and features articles or activities of the public works industry plus photos.

Advertiser to furnish all copy and illustrations ready for camera. All copy and art plus the payment for space to be sent to:

WUCA  
2835 N. Mayfair Rd.  
Milwaukee, WI 53222

Please fill out the SPACE RESERVATION FORM.