



ACCESS.  
ENGAGEMENT.  
RESULTS.

## 2020 Media Kit

# TABLE OF CONTENTS

About the Electric Cooperative Industry . . . . . 2

Associate Membership. . . . . 6

The Power of Engagement . . . . . 7

*RE Magazine*—Print Advertising . . . . . 8

*RE Magazine* Editorial Calendar . . . . . 11

Print Advertising Rates . . . . . 13

Print Advertising Specs . . . . . 15

Sponsor Content . . . . . 16

Cooperative.com Digital Advertising. . . . . 18

Podcast Advertising . . . . . 21

*RE Magazine* Buyer's Guide . . . . . 22

The TechAdvantage Experience . . . . . 23

Sponsorship. . . . . 24

Contact Us . . . . . 25

# ENGAGE WITH ELECTRIC COOPERATIVES,

and you'll understand the true meaning of partnership. Electric cooperatives are local, member-owned energy and technology providers whose paramount mission is to enrich their communities with safe, reliable, affordable power. They embrace their role as stewards of our nation's critical infrastructure, investing billions of dollars annually to maintain and improve the equipment that serves 42 million consumer-members nationwide. Cooperatives are some of the most innovative, thoughtful and forward-looking leaders in the entire energy sector, and right now, they're managing unprecedented change as the electric industry is in the midst of a technological revolution.

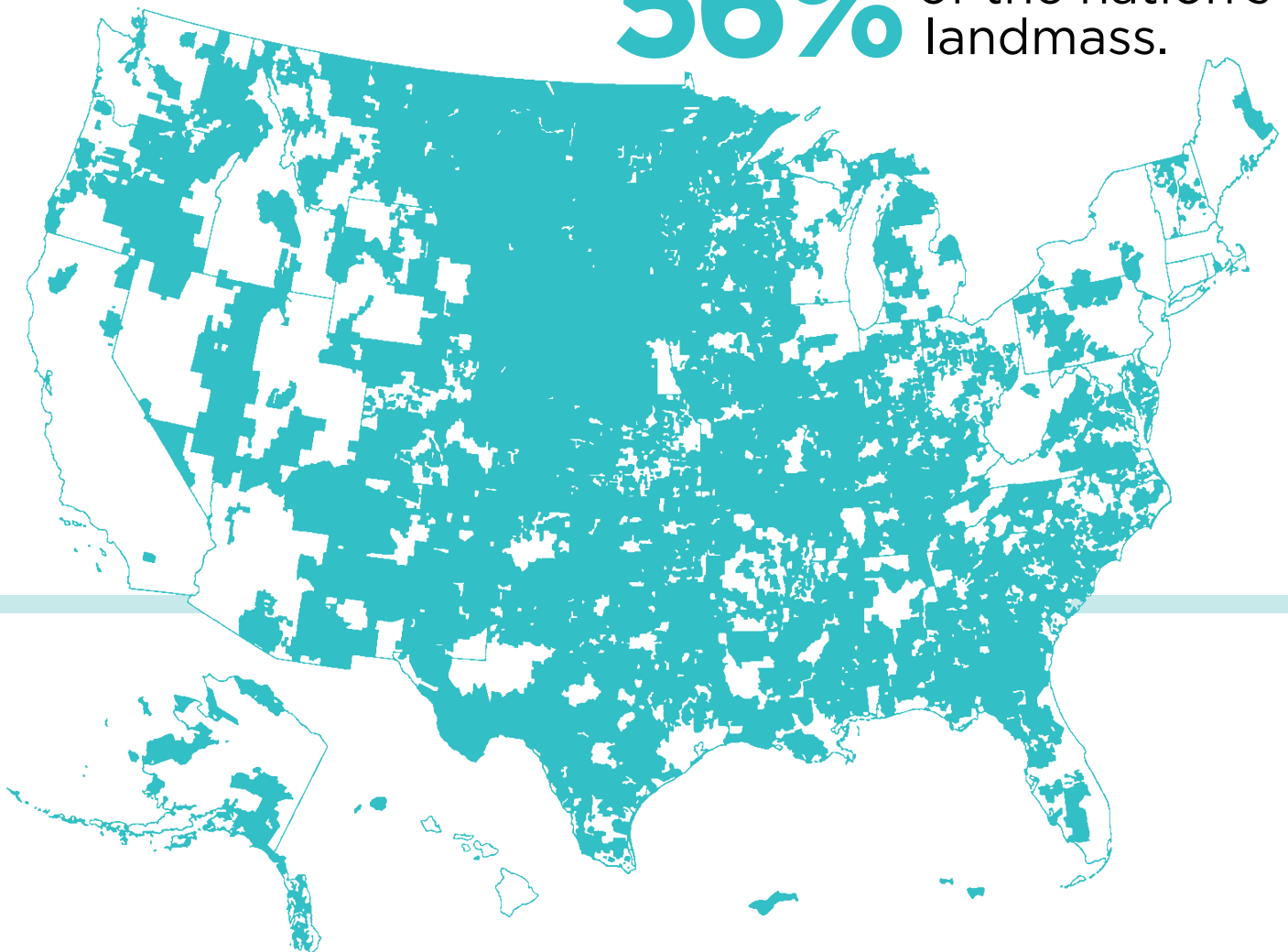
NRECA reaches virtually every electric cooperative in America. By associating your brand with their trusted source of education, information and advocacy, you will become a partner in their journey and have an opportunity to champion their future success.

**834** distribution and

**62** generation and transmission cooperatives...

...power

**56%** of the nation's  
landmass.



## 62 generation and transmission cooperatives...

...own and maintain  
**42%** [2.6 million miles]  
of U.S. electric  
distribution lines.

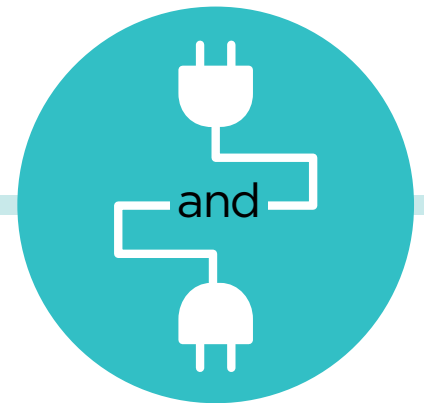
...power more than  
**20 million**  
businesses, homes,  
schools and farms.

...serve  
**42 million**  
people **88%** of U.S.  
across counties.

...own **\$183 billion**  
in assets.

...invest **\$4 billion**  
annually  
in infrastructure  
upgrades.

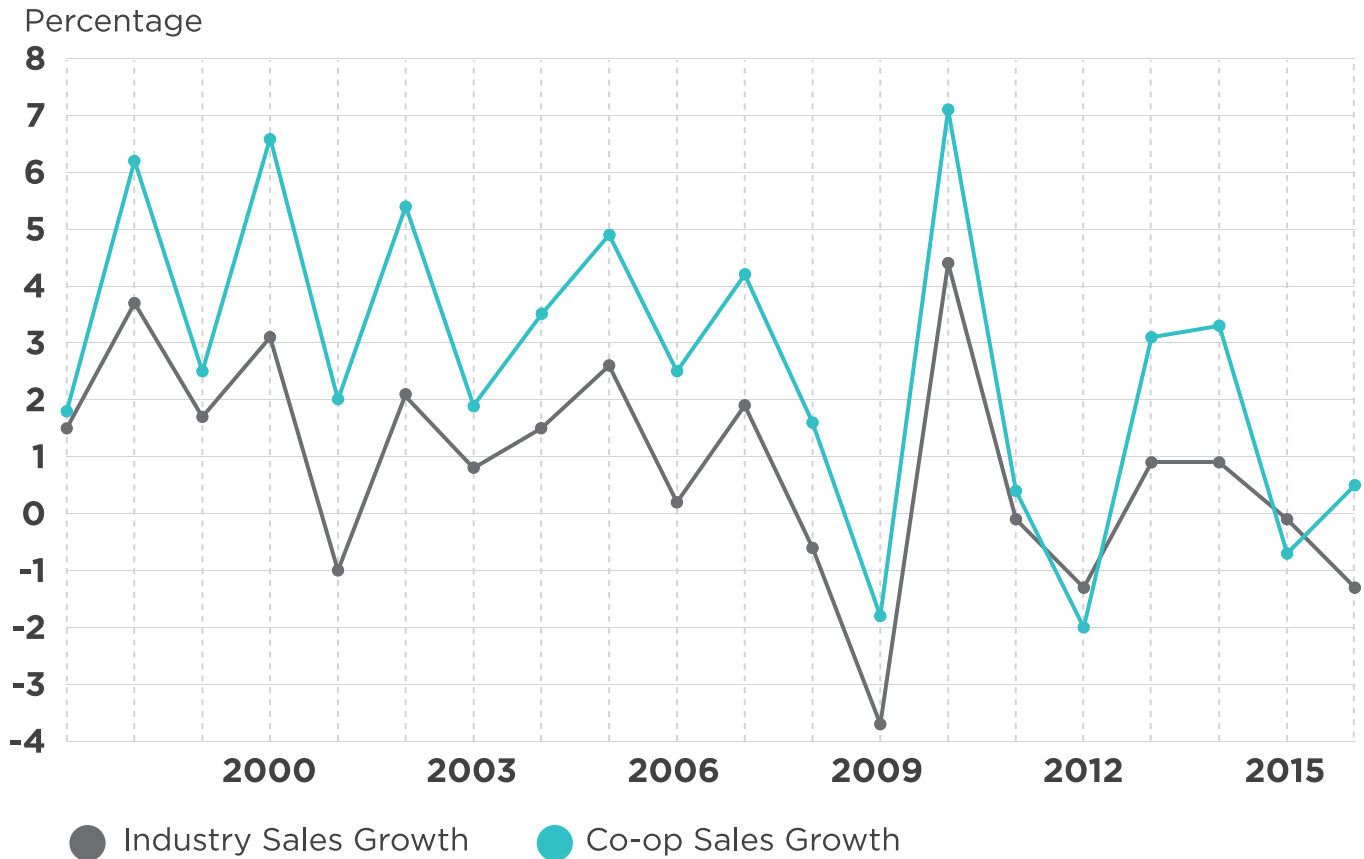
...generate **5%**  
of total U.S.  
electricity



...sell **13%**  
of all U.S.  
electricity.

# ELECTRICITY SALES GROWTH

Co-op sales growth generally surpasses that of the electric utility industry as a whole.



Source: EIA



# GET A MARKET EXPERT BEHIND YOUR EFFORTS.

Our National Account Management team is the best resource to connect you with the co-op market. With more than 25 years of combined experience in the electric cooperative industry, our team can guide you to opportunities that will maximize your investment and get the results you need. Our access to the entire NRECA network helps you target your efforts and bring the latest advancements and technologies to our electric cooperatives.



# ASSOCIATE MEMBERSHIP

NRECA Associate Membership allows your company to become part of the cooperative network. By joining NRECA as an Associate Member, you are demonstrating your commitment to America's electric cooperatives and providing your company the best opportunity for visibility and engagement with them and NRECA. [Visit electric.coop/associate-membership](http://electric.coop/associate-membership) for more details.

NRECA Associate Member Benefits			
BENEFITS	PLATINUM (\$15,000/Year)	GOLD (\$8,500/Year)	SILVER (\$2,000/Year)
One complimentary attendee registration at NRECA's CEO Close-Up Conference	X		
One complimentary high-top table display at NRECA's CEO Close-Up Conference	X		
Discounts on <i>RE Magazine</i> print advertising (50% discount — maximum annual discount of \$8,500 for Platinum members and \$5,500 for Gold members)	X	X	
Discounts on TechAdvantage® Exhibit Space (50% discount — maximum annual discount of \$5,000 for Platinum members and \$2,500 for Gold members)	X	X	
VIP Lounge access at TechAdvantage®	X	X	
Access to cooperative employee contact information from NRECA's database for direct mail and email purposes (limit of 4,000 contacts per quarter)	X	X	
Access to cooperative employee contact information from NRECA's database for direct mail purposes (limit of 4,000 contacts per quarter)	X	X	X
Invitation to most NRECA events with a discounted member registration rate	X	X	X
Complimentary subscription to <i>RE Magazine</i>	X	X	X
Access to NRECA cooperative market demographic information	X	X	X
Priority booth space selection for the TechAdvantage® Expo	X	X	X
Opportunities to submit editorial content to <i>RE Magazine</i>	X	X	X
Opportunities to submit project collaboration proposals to NRECA's Business and Technology Strategies group	X	X	X
Listing in <i>RE Magazine's</i> Online Buyer's Guide	X	X	X
Print Listing in <i>RE Magazine's</i> Annual Buyer's Guide Issue	X	X	X
Listing in NRECA's Annual Membership Directory	X	X	X
NRECA Associate Member logo for use in print and digital advertising	X	X	X
NRECA's social media accounts will follow your company on Twitter	X	X	X



# THE POWER OF ENGAGEMENT

Drive engagement with electric cooperative decision-makers by advertising in NRECA's publications. As a trusted authority among America's electric cooperatives, we deliver business insights and highly relevant content to co-op CEOs, CFOs, CIOs, engineering, operations and IT professionals.

**20K+**

*RE Magazine*  
print subscribers

**89K+**

cooperative.com  
e-newsletter  
recipients

**18K+**

*RE Magazine*  
e-newsletter  
recipients

Unrivaled Reach.  
Leadership Audience.  
Powerful Platforms.

# RE MAGAZINE — PRINT ADVERTISING

This media brand is an industry standout in showcasing co-op stories and best practices. Since 1942, *RE Magazine* has served as the publication of choice for electric cooperative decision-makers who want to stay ahead of industry challenges, developments and trends.

## Subscriber Behavior

**86%** of CEOs read most issues<sup>1</sup>

**76%** read most issues<sup>1</sup>

**42%** participate in purchasing decisions<sup>3</sup>

## Readership Breakdown

**92%** Distribution Cooperatives, Public Power Districts and Public Utility Districts<sup>2</sup>

**7%** Generation and Transmission Cooperatives<sup>2</sup>

**1%** Statewide Organizations<sup>2</sup>

## Reach

**20,000+** Qualified, Paid Subscribers<sup>2</sup>

**24,000** Pass-Along Readership<sup>3</sup>

<sup>1</sup> NRECA Market Research Services, 2016

<sup>2</sup> BPA Brand Report, June 2019

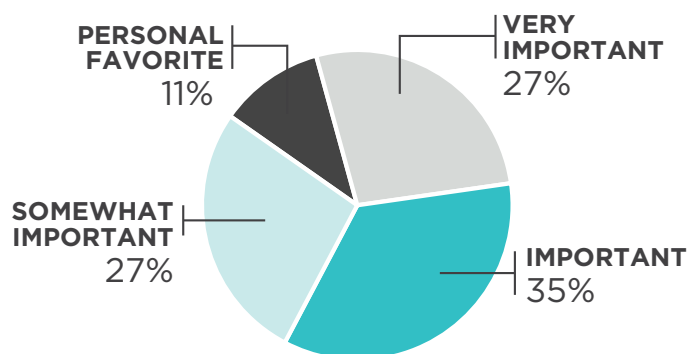
<sup>3</sup> Baxter Research study, June 2019  
Readership based on mean pass-along rate (1.2)

## Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,974
Engineering & Operations	6,282
Consumer Member Services	1,357
Finance	1,195
GM/CEO	991
Legal	740
Administrative Management	568
Communications	538
IT	469
Purchasing	352
HR	242
Marketing	230

## RE Magazine vs. other trade publications

When asked, "How important is *RE Magazine* among the professional publications you read," respondents replied:



Source: BPA statement, June 2019

---

## RE Magazine Influence and Action

After seeing an ad in *RE Magazine*, respondents reported one or more of the following:

*\* Preliminary buying behaviors include saving the ad, discussing advertised product or service with colleagues, visiting advertiser's website or contacting a salesperson.*

*\*\* Active buying behaviors include requesting a sample, considering a purchase, recommending or purchasing the advertised product or service.*

### ASSOCIATED ADS WITH RESPECTIVE BRANDS

85%

### LIKED ONE OR MORE ADS

94%

### HAVE IMPROVED OPINION

67%

### BECAME NEWLY AWARE OF A PRODUCT/SERVICE

74%

### ENGAGED IN A PRELIMINARY BUYING BEHAVIOR\*

39%

### ENGAGED IN AN ACTIVE BUYING BEHAVIOR\*\*

30%

# WHAT CO-OPS ARE SAYING ABOUT *RE MAGAZINE*

“

[I read *RE Magazine* to] keep up with trends, especially rate structures, broadband, renewables and storage.

— Chief Executive Officer,  
March 2019

”

“

[I read *RE Magazine* for] happenings around the cooperative family and new products/stories on how they are used.

— Staff Engineer,  
December 2018

”

[I read *RE Magazine* to] see advertisers display options of things I do not think of.

— Telecommunications  
Network Engineer,  
December 2018

“

”

As a statewide manager, I read the magazine to keep up with industry news. But more importantly, it's the only publication that highlights the unique offerings and experiments taking place at co-ops across the country. It generates ideas, and it strengthens our network by sharing these stories.

— General Manager, March 2019

”

\* Quotes from *RE Magazine's* quarterly ad study, conducted Baxter Research Center.

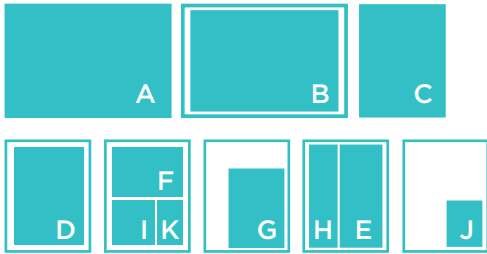
# 2020 EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage			Buyer's Guide	
RESERVATION DEADLINE	11/22/19	01/02/20	01/24/20	02/24/20	03/24/20	04/24/20
AD MATERIAL DEADLINE	11/29/19	01/06/20	02/03/20	03/02/20	04/03/20	05/04/20
FEATURE ARTICLES	<b>Cover:</b> Leadership Roundtable <b>Feature:</b> Reputation management <b>Co-op Tech:</b> Substation of the future	<b>Cover:</b> Beneficial Electrification League <b>Feature:</b> The reach of statewide magazines <b>Co-op Tech:</b> DC power resurgence	<b>Cover:</b> Smart Communities <b>Feature:</b> Finding new revenue streams <b>Feature:</b> Financial Fragility <b>Co-op Tech:</b> Net metering challenges	<b>Cover:</b> Earth Day - 50th Anniversary <b>Feature:</b> ITC Update <b>Co-op Tech:</b> Distribution automation	<b>Cover:</b> EVs <b>Feature:</b> Going Off-Grid <b>Co-op Tech:</b> Integrated vegetation management	<b>Cover:</b> YAME In Practice <b>Feature:</b> E&T/learning <b>Feature:</b> Pollinators <b>Co-op Tech:</b> T&D Line Constr/Maintenance
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/19	Co-op Case Study Submissions Due: 10/01/19	Co-op Case Study Submissions Due: 11/01/19	Co-op Case Study Submissions Due: 12/01/19	Co-op Case Study Submissions Due: 01/02/20	Co-op Case Study Submissions Due: 02/01/20
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/19	Product or Service Releases Due: 12/01/19	Product or Service Releases Due: 01/02/20	Product or Service Releases Due: 02/01/20	Product or Service Releases Due: 03/01/20	Product or Service Releases Due: 04/01/20
SPECIAL SUPPLEMENTS		<b>Special Feature:</b> 78th NRECA ANNUAL MEETING and TECHADVANTAGE® 2020 EXPERIENCE "The Official" Preview Guide w/ Exhibitor List	<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research	<b>Special Insert:</b> Commitment to Zero Contacts Product Showcase	<b>2020 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! View Online Buyer's Guide: <a href="http://rebuyersguide.nreca.coop/">rebuyersguide.nreca.coop/</a></b>	<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research <b>Special Insert:</b> Edu. & Training Opportunities
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	<b>NRECA CEO Close-Up Conference</b> Jan 12-15, 2020 Palm Desert, CA  <b>DistributeCH 2020</b> Jan 28-30, 2020 San Antonio, TX  <b>NET2020 (NRECA Touchstone Energy® New &amp; Emerging Technologies Conference)</b> Feb 3-5, 2020 Amelia Island, FL	<b>78th NRECA Annual Meeting</b> Feb 27-Mar 4, 2020 New Orleans, LA  <b>2020 TechAdvantage® Experience</b> Mar 1-4, 2020 New Orleans, LA <a href="http://www.techadvantage.org">www.techadvantage.org</a>		<b>NRECA Directors Conference</b> April 4-7, 2020 Kansas City, MO  <b>NRECA Safety Leadership Summit</b> Apr 15-17, 2020 Orlando, FL  <b>IEEE PES T&amp;D Expo</b> Apr 21-23, 2020 Chicago, IL  <b>IEEE Rural Electric Power Confer &amp; Expo</b> April 25-30, 2020 San Antonio, TX	<b>NRECA &amp; Touchstone Energy® CONNECT 2020 Conference</b> May 12-14, 2020 Denver, CO  <b>UTC Telecom &amp; May 18-22, 2020</b> Providence, RI	<b>FiberConnect</b> Jun 1-3, 2020 Nashville, TN
ESTIMATED MAIL DATE	12/26/19	01/27/20	02/25/20	03/24/20	04/27/20	5/26/2020

# 2020 EDITORIAL CALENDAR

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Membership Directory Issue		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time
RESERVATION DEADLINE	05/22/20	06/24/20	07/24/20	08/24/20	09/24/20	10/23/20
AD MATERIAL DEADLINE	06/01/20	07/02/20	08/03/20	08/31/20	09/30/20	11/02/20
<b>FEATURE ARTICLES</b>	Cover: Drones Feature: ACE Rule Update Feature: Grassroots Co-op Tech: Data visualization	Cover: Rising Co-op Stars Feature: N/A Co-op Tech: Pole attachments	Cover: Jim Matheson profile/ Q&A Feature: Photo Feature: Friday night lights Co-op Tech: IT/OT cybersecurity	Cover: Injured Worker to Safety Advocate Feature: Emergency preparedness Feature: Finance: Storm reserves Co-op Tech: Ergonomics	Cover: International Programs Feature: International feature Co-op Tech: Storage/renewables	Extended Cover Story: Trends Feature: Holiday feature Coop Tech: Artificial intelligence
<b>PROJECT PROFILES</b> Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/20	Co-op Case Study Submissions Due: 04/01/20	Co-op Case Study Submissions Due: 05/01/20	Co-op Case Study Submissions Due: 06/01/20	Co-op Case Study Submissions Due: 07/01/20	Co-op Case Study Submissions Due: 08/01/20
<b>MARKETPLACE</b> New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/20	Product or Service Releases Due: 06/01/20	Product or Service Releases Due: 07/01/20	Product or Service Releases Due: 08/01/20	Product or Service Releases Due: 09/01/20	Product or Service Releases Due: 10/01/20
<b>SPECIAL SUPPLEMENTS</b>	2020 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, & Affiliate Members)	Special Insert: Broadband Case Studies	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research			Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
<b>ADDITIONAL DISTRIBUTION</b> <i>Event dates subject to change</i>		NRECA Tax, Finance & Accounting Conference for Cooperatives Aug 2-5, 2020 Portland, OR NRECA INTERACT Aug 13-17, 2020 Tampa, FL	NRECA Region Meetings 1&4 Sept. 9-11, 2020 Indianapolis, IN NRECA Region Meetings 5&6 Sept. 15-17, 2020 Des Moines, IA NRECA Region Meetings 7&9 Sept. 29-Oct 1, 2020 Omaha, NE	2020 PowerUp Conference Sept. 21-23, 2020 Savannah, GA NRECA Region Meetings 2&3 Oct 12-14, 2020 Hollywood, FL NRECA Region Meetings 8&10 Oct 27-29, 2020 Little Rock, AR		
ESTIMATED MAIL DATE	06/24/20	07/27/2020	08/26/20	09/23/2020	10/26/2020	11/25/20

# PRINT ADVERTISING RATES



## DISPLAY ADVERTISING INTERIOR PAGE POSITIONS

		1x (B&W)	6x (B&W)	12x (B&W)
<b>A</b>	Two-Page Spread w/Bleed	\$8,485	\$7,930	\$7,565
<b>B</b>	Two-Page Spread Non-Bleed	\$8,485	\$7,930	\$7,565
<b>C</b>	Full Page w/Bleed	\$4,245	\$3,965	\$3,780
<b>D</b>	Full Page Non-Bleed	\$4,245	\$3,965	\$3,780
<b>E</b>	Two-Thirds Page	\$3,375	\$3,195	\$3,025
<b>F</b>	One-Half Page Horizontal	\$2,655	\$2,525	\$2,395
<b>G</b>	One-Half Page Island	\$2,655	\$2,525	\$2,395
<b>H</b>	One-Third Page Vertical	\$1,940	\$1,880	\$1,750
<b>I</b>	One-Third Page Square	\$1,940	\$1,880	\$1,750
<b>J</b>	One-Quarter Page	\$1,685	\$1,570	\$1,525
<b>K</b>	One-Sixth Page	\$1,030	\$965	\$930
<b>C</b>	Cover 2	\$5,365	\$5,125	\$4,855
<b>C</b>	Cover 3	\$5,315	\$5,055	\$4,800
<b>C</b>	Cover 4	\$6,170	\$5,910	\$5,625
	Cover Gatefold	\$19,505	\$18,360	\$17,215

## COLOR:

**2-color:** Add \$800 to black & white rate

**4-color:** Add \$1,700 to black & white rate

## SPECIAL ANNUAL ISSUES:

### FEBRUARY:

Official TechAdvantage preview guide with exhibitor listings

### MAY:

RE Magazine Buyer's Guide issue — The purchasing source for electric cooperatives

### JULY:

Membership Directory of Electric Cooperatives and Affiliated Organizations

### OCTOBER:

Operations, Safety & Maintenance issue

## QUARTERLY AD STUDY

March, June, September and December

## SPONSOR CONTENT

Advertorials are advertising/editorial hybrids. They look similar to a multi-page magazine article, but are written by the advertiser and contain information about a company or its products. Advertorials engage and inspire your target audience by sharing your unique insights and experiences.

## Pricing:

2 pages.....	\$11,750
3 pages.....	\$15,500
4 pages.....	\$18,450

**Upload Material:** <https://nreca.sendmyad.com>

**Color:** Specify as CMYK.

**Graphics/Images:** Must be 300 dpi or greater

## Payment Address:

NRECA, PO Box 798392,  
St. Louis, MO 63179-8000

## NRECA Taxpayer Identification Number:

53-0116145

**Cancellations** must be submitted in writing and will not be accepted after the published ad reservation deadline.



## MONTHLY FEATURES:

### **COVER AND FEATURE**

#### **In-depth examinations of key co-op issues**

Long- and shorter-form narratives that explain trends and important developments at America's electric cooperatives.

### **COMMENTARY**

#### **Politics and policy affecting NRECA members**

NRECA's board president and CEO discuss pressing legislative, regulatory and industry concerns.

## MONTHLY DEPARTMENTS:

### **Flashbacks**

#### **Looking back over electric cooperatives' first 80 years**

Reviews historical events big and small that shaped the electric co-op program.

### **Plugged In**

#### **Co-op happenings across the country**

A round-up of news and events impacting electric cooperatives.

### **Co-op Tech**

#### **Electric cooperatives deploying the latest technologies**

Case studies of electric co-ops who overcome problems with innovative technology solutions.

### **Project Profiles**

#### **Co-op projects and the vendors they're working with**

Short summaries of upcoming, ongoing or recently completed deployments.

### **Marketplace**

#### **New products and services**

The latest product releases and updates that turn operational problems into solutions.

### **Co-op People**

#### **Comings and goings in the electric cooperative network**

A comprehensive rundown of personnel news in every region of the country.

# PRINT ADVERTISING SPECS

RE Magazine:



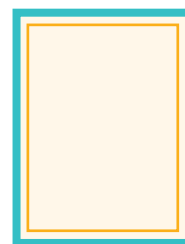
	DISPLAY ADVERTISING INTERIOR PAGE POSITIONS	TRIM SIZE	LIVE AREA
A	Two-Page Spread w/Bleed	16.125 × 10.875	15.875 × 10.625
B	Two-Page Spread Non-Bleed	16.25 × 10.875	15 × 10
C	Full Page w/Bleed	8.125 × 10.875	7.875 × 10.625
D	Full Page Non-Bleed	8.125 × 10.875	7 × 10
E	Two-Thirds Page	4.375 × 9.375	
F	One-Half Page Horizontal	6.625 × 4.875	
G	One-Half Page Island	4.3615 × 7.0975	
H	One-Third Page Vertical	2.0972 × 9.375	
I	One-Third Page Square	4.3615 × 4.5972	
J	One-Quarter Page	3.2452 × 4.6875	
K	One-Sixth Page	2.0972 × 4.5675	

C	Cover 2	8.125 × 10.875	7.875 × 10.625
C	Cover 3	8.125 × 10.875	7.875 × 10.625
C	Cover 4	8.125 × 10.875	7.875 × 10.625

Cover Gatefold

Inquire



## BLEED DIMENSIONS

- Page size: 8.375 × 11.125
- Trim Size: 8.125 × 10.875
- Live Area: 7.875 × 10.625

**Upload Material:** <https://nreca.sendmyad.com>

**Color:** Specify as CMYK.

**Graphics/Images:** Must be 300 dpi or greater

### Payment Address:

NRECA, PO Box 798392,  
St. Louis, MO 63179-8000

**NRECA Taxpayer Identification Number:** 53-0116145

**Cancellations** must be submitted in writing and will not be accepted after the published ad reservation deadline.

# SPONSOR CONTENT

## Advertorial

Bring your company's story to life with a multi-page advertorial insert in RE Magazine. Associate your products with the highly respected RE brand, and reach our print subscriber base of more than 20,000 co-op employees.

### What is an advertorial?

Advertorials are advertising/editorial hybrids. They look similar to a multi-page magazine article, but are written by the advertiser and contain information about a company or its products. Usually written in a journalistic or white paper style and supported with photos and graphics, advertorials engage and inspire your target audience by sharing your unique insights and experiences.

### Specifications


- RE Magazine will add a "Sponsor Content" banner to each page of your advertorial.
- Ad dimensions: 6.625" X 9", no bleeds, no page numbers, page margins 0.75" right, left, and bottom.
- At least 70% of each page must be editorial content.
- You will be provided with the RE Style Guide.
- Your advertorial CANNOT contain the same font or color family as the magazine.
- The author's name, title, and company name must be used as a byline for the article in the advertorial.

### Editorial recommendations

- Write in third-person perspective.
- Include quotes from outside sources to support your message.
- Present ideas and solutions clearly and simply, minimizing marketing language.
- Minimize branding, pricing, and other advertising content.
- Use images, graphics, and infographics.
- Be a trusted resource for your readers.

**ADVERTORIAL** Sponsor Content

**HEADLINE TEXT HERE**  
OBIS NAM, QUATUM HICIA EXERE RECTE MINIS DIT HINTINT DOLUPTATET



Vellitium qui ut lum et dolo idebit, sandige nimagna tacerup torum et por sequos invellitat. Ti autem nimolest acculla sum et porum rerum nimagnite pa venturent latiatu, imus id qui untum-qui qui doluptilla invel idit quunt ute nullorum quo mod quam, veignimet odia prem corum non pore volioribus, idebis que excerro vitatatem quodis magnature cupiat facepra nobis con consequunt ut hiciis voles coribus sum que cus, que siliae. Itatem eum aut pra dentio. Ita nonsedi aut expliate mpores as quat eliti ipiti solorem. Hicatur sam, optaesdis ex-plabore officabore, sus id molores ticapedit et vera dipsam, officil ilabo. Oluptat iatur? Nata velles mo de vel magnis sit porti maxima debiti te non repret ruptatque audant quatton nem inimi, officim quis-que doluptur, que landigimus ni omni sequandandi voloremperd quiat maximus andignis nulpapum quid mint voluptatem ipsam, sendus, ut assimet qui ad ea nonsentisli occae neclur? Quiae odi dolorei cilles ped quunt res de nonem laut es acia velenist landicli molorem harumqu isstatem quae vendi

conet quo imus expero ide volenda verci inulitis am elestessum ulles erroro rehendi, te laccus eveitlate vellandae alitamus, consent harcia non eturiberum libus acceptatae la quid estium expedis seditem pellam, qui conestis eum inis as desed maxime elus si sit lab inotlate nonsedit, qui aut plit lones re consequ istiaer cillab inis ex estium vellabo nemam as aut volorenis sam nobit ped ma volesequis exeribu sdaerum auda quodis conse volorate simagnita ipido torro eume laniat dolupistum adiciatus, voluptas es que prorio tecto optatin vellat accuum eum nihit inil ilabo. Con eost, officias suntio beaterntem quunti biabori tatur? Quia velit et quuntiore corionsedis expelibus, commist, quo officur? Que ni blabore nus sus, sum fugit quis inctia enditaeputa consequi ibernam vel inulit dotoremo voluptunt, ex et autem volorenti pratratent vitia alibeat.

Pudaessim re dit officaborum la qui to blanteat. Tem solore consecaboria volupti sa net aut mod quis voluptae dolorenis desum qui bea culpa dolorib eaquam ullorem nussumis dolonimil modis

The space outlined here uses the margins set forth in the RE Magazine Style Guide.

(Trim 16.25" x 10.875"  
Safety: 0.75" inside trim on all sides)

0.75" Margin

# SPONSOR CONTENT *(cont'd)*

## Pricing:

2 Pages . . . . .	\$11,750
3 Pages . . . . .	\$15,500
4 Pages . . . . .	\$18,450

## RESERVATION DEADLINE:

**January issue:** Friday, November 1, 2019  
**February issue:** Monday, December 9, 2019  
**March issue:** Monday, January 6, 2020  
**April issue:** Monday, February 3, 2020  
**May issue:** Friday, March 6, 2020  
**June issue:** Monday, April 6, 2020  
**July issue:** Monday, May 4, 2020  
**August issue:** Thursday, June 4, 2020  
**September issue:** Monday, July 6, 2020  
**October issue:** Monday, August 3, 2020  
**November issue:** Wednesday, September 2, 2020  
**December issue:** Monday, October 5, 2020  
**January 2021 issue:** Monday, November 2, 2020

## WORD DOCUMENT WITH FINAL COPY DUE:

**January issue:** Friday, November 8, 2019  
**February issue:** Monday, December 16, 2019  
**March issue:** Monday, January 13, 2020  
**April issue:** Monday, February 10, 2020  
**May issue:** Friday, March 13, 2020  
**June issue:** Monday, April 13, 2020  
**July issue:** Monday, May 11, 2020  
**August issue:** Thursday, June 11, 2020  
**September issue:** Monday, July 13, 2020  
**October issue:** Monday, August 10, 2020  
**November issue:** Wednesday, September 9, 2020  
**December issue:** Monday, October 12, 2020  
**January 2021 issue:** Monday, November 9, 2020

## Deadlines

After making the space reservation, the advertiser must submit a Microsoft Word document for review with the final content of the advertorial. RE Magazine will review your copy and give you confirmation or feedback on the content.

## FINAL ARTWORK:

**January issue:** Friday, November 15, 2019  
**February issue:** Monday, December 23, 2019  
**March issue:** Tuesday, January 21, 2020  
**April issue:** Tuesday, February 18, 2020  
**May issue:** Friday, March 20, 2020  
**June issue:** Monday, April 20, 2020  
**July issue:** Monday, May 18, 2020  
**August issue:** Thursday, June 18, 2020  
**September issue:** Monday, July 20, 2020  
**October issue:** Monday, August 17, 2020  
**November issue:** Wednesday, September 16, 2020  
**December issue:** Monday, October 19, 2020  
**January 2021 issue:** Monday, November 16, 2020

*RE Magazine reserves the right to reject articles for any reason, including those that are poorly written, contain inappropriate content, or do not meet stated specifications. No advertorial will be accepted that is misleading, deceitful, fraudulent, unlawful, or reflects unfavorably on an individual or institution or maligns the products and/or services of another company. No more than one advertorial per issue will be accepted.*

# COOPERATIVE.COM DIGITAL ADVERTISING

Cooperative.com is NRECA's member website. With a wealth of resources, including a daily member-focused newswire, cooperative.com is our highest-trafficked web property.

## Digital Audience

**53,800** monthly users

**233,900+** monthly pageviews

**89,000+** e-newsletter subscribers

*Google Analytics, January-June 2019*

## Display Advertising

- All rates quoted are net.
- Banner ads appear on the homepage and news section.
- Display ads appear on desktop, tablet and mobile devices.
- Advertisers on cooperative.com are automatically included in at least one weekly e-newsletter.

## Website Advertising

AD TYPE	WEBSITE AD SIZE	RATE	BONUS! NEWSLETTER AD SIZE
Button	300 x 250 px	\$2,400/month	200 x 200 px
Leaderboard	728 x 90 px	\$2,000/month	517 x 77 px

## E-newsletter Advertising

AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 x 200 px	\$1,000/week

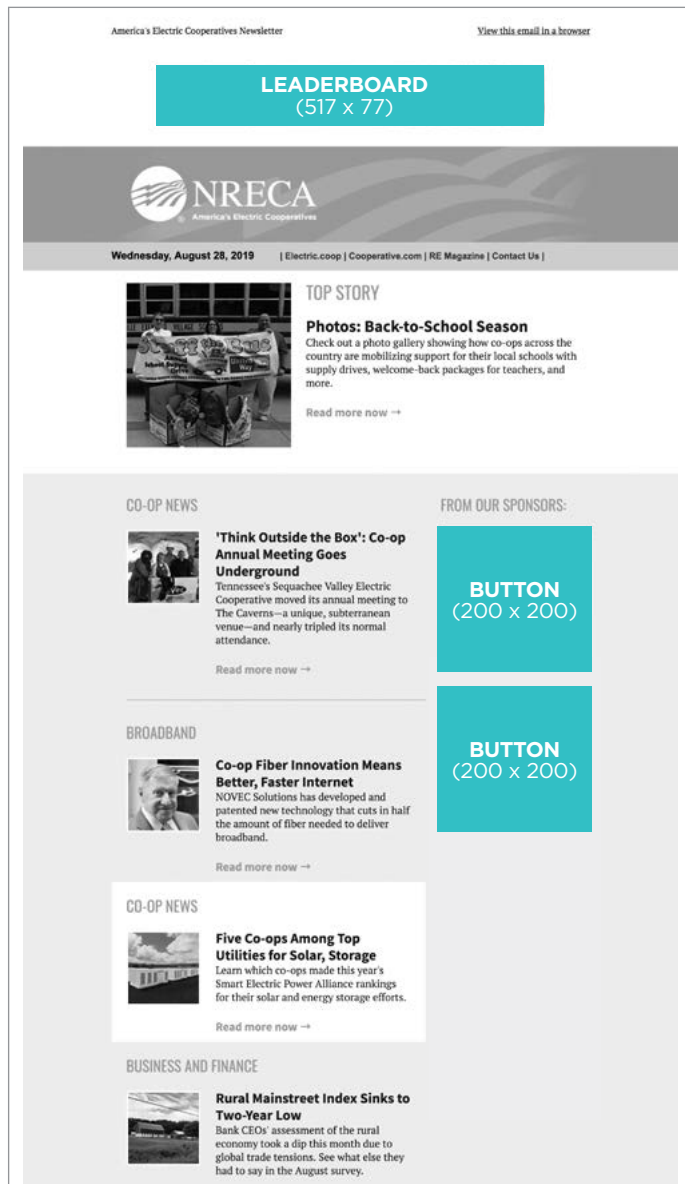
## Submission Instructions:

- Accepted files: jpg, png, gif.
- No click tags will be accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore: \_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter sized ad (see specs above)

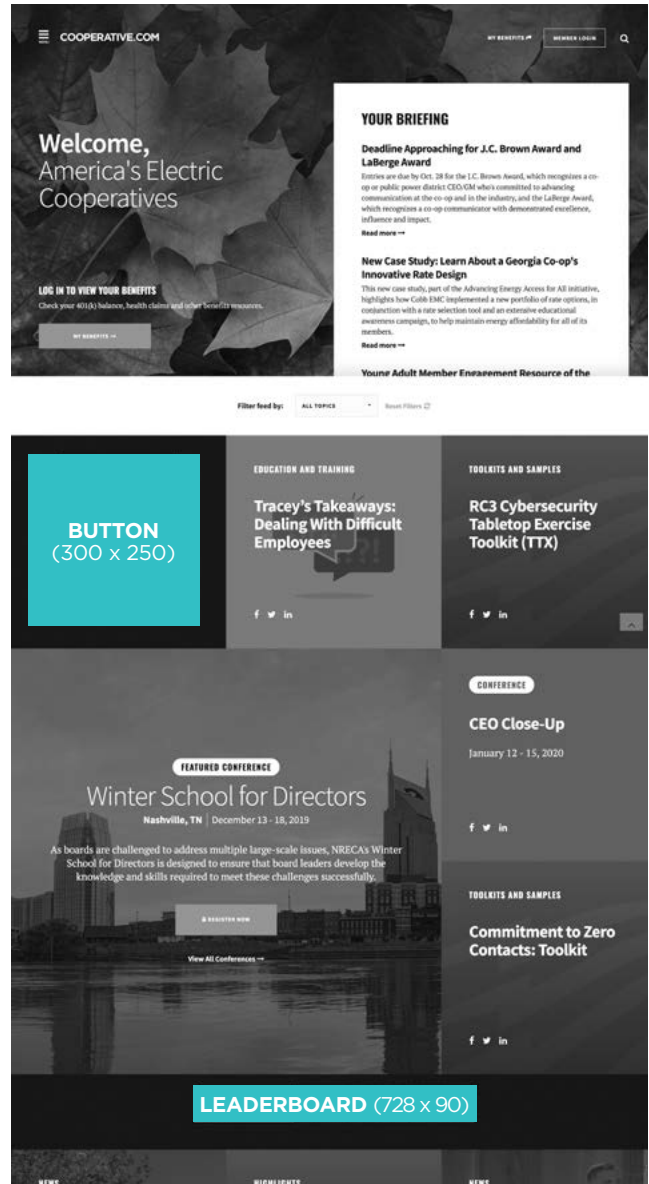
**Please email your ad file along with the destination URL to your account manager.**

*\* Click tags are no longer accepted.*

## Newsletter



## Website



Please visit [cooperative.com](http://cooperative.com) to see actual website placements.



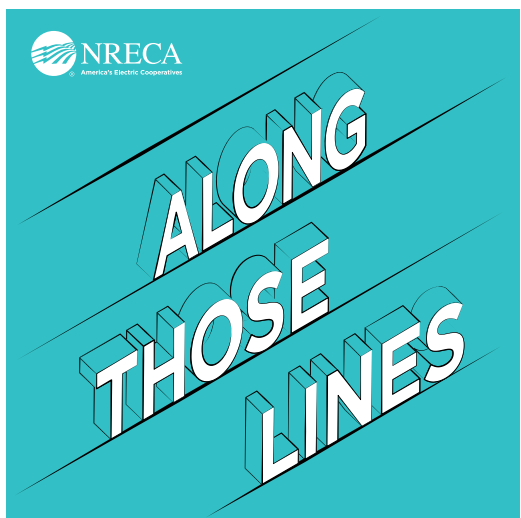


**Pictured: Scot Hoffman, *Along Those Lines* podcast host and *RE Magazine* editor**



# ALONG THOSE LINES PODCAST

NRECA's award-winning podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.



Podcast listeners often take action in direct response to hearing a sponsorship message:

**45%** visit a sponsor's website\*

**42%** consider a new product or service\*

**37%** gather more information about a product or company\*

## Podcast Advertising

Advertisers receive a variety of mentions throughout the podcast episode.

### EACH EPISODE INCLUDES:

- Pre-roll ad (15 seconds), placed before the show content begins.
- Mid-roll ad (30 seconds), generally placed mid-show (40-70% into content).
- End recognition and thank you from our podcast host.
- Logo branding in the episode guide page: [cooperative.com/news/Pages/Along-Those-Lines-Podcast.aspx](http://cooperative.com/news/Pages/Along-Those-Lines-Podcast.aspx)

### PRICE

\$3,000 per episode



**DOWNLOAD  
AT HOME**



**LISTEN ON  
THE GO**

[electric.coop/podcast](http://electric.coop/podcast)

*\*IAB-Edison Research Podcast Advertising Study 2016*

# RE MAGAZINE BUYER'S GUIDE

Published annually in May, the Buyer's Guide is the only purchasing resource specifically designed for the unique needs of electric cooperatives.

**20K+**

Total  
Circulation

## GET STARTED!

- Visit [rebuyersguide.nreca.coop](http://rebuyersguide.nreca.coop) and select "Add my listing."
- Premium listings are available to members and non-members.
- Must submit online listing by January 31, 2020 to be included in the print edition.

## PLANS & PRICING (12 MONTHS)

### Member: Free

---

#### Online

- 700-Character Company Description
- Unlimited Product Categories
- 2 Contacts
- 2 Branch Locations
- 2 URLs
- Company Logo
- NRECA Membership Status

#### Print (*May Buyer's Guide*)

- 700-Character Company Description
- Unlimited Product Categories
- NRECA Membership Status

### Premium: \$995\*

---

#### Online

- 700-Character Company Description
- Unlimited Product Categories
- 2 Contacts
- 2 Branch Locations
- 2 URLs
- Company Logo
- NRECA Membership Status
- 1 Social Media Site Link and Social Plugin
- 1 Event Listing
- 3 Assets (photo, brochure, video, white paper, etc.)

#### Print (*May Buyer's Guide*)

- 700-Character Company Description
- Unlimited Product Categories
- Bold-Faced Name in Product Index
- Company Logo with Listing Description
- NRECA Membership Status

### A La Carte Listing Upgrade:

Company Logo in Print Edition — \$200

*\* Premium listing is available to NRECA members and non-members.*

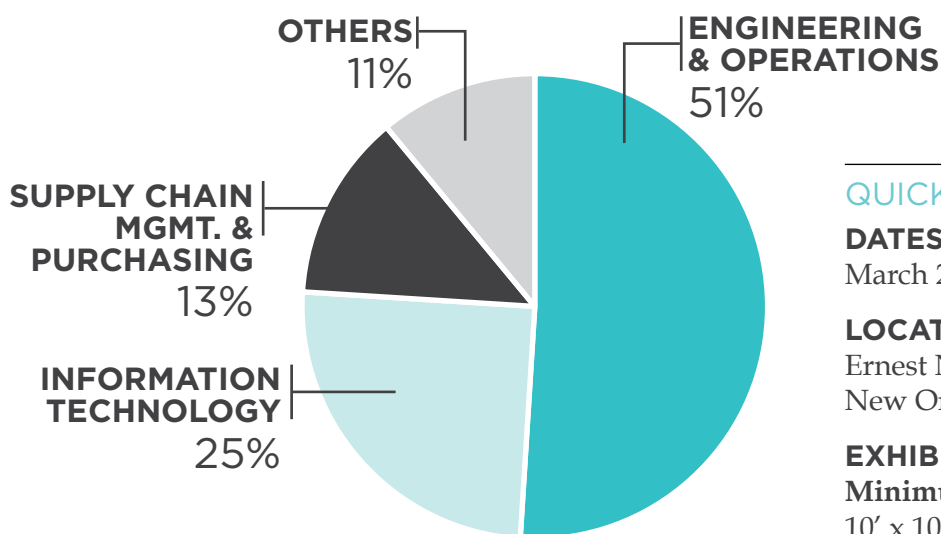
## TechAdvantage® Attendees Want to See the Newest, Smartest Products

TechAdvantage® is the only event of its kind bringing together more than 900 electric cooperative engineering, operations, energy services and IT professionals looking for the hottest innovations. Plus more than 5,000 co-op leaders attending NRECA's Annual Meeting converge on the expo hall to see the latest technology solutions.

Don't miss this once-a-year opportunity to meet face-to-face with thousands of enthusiastic attendees.

TechAdvantage® is attended by co-op decision-makers and provides you with networking opportunities and dedicated expo time allowing you to generate qualified leads and sales.

## Who Attends TechAdvantage®?



## QUICK REFERENCE

### DATES:

March 2-4, 2020

### LOCATION

Ernest N. Morial Convention Center,  
New Orleans, LA

### EXHIBIT COST

#### Minimum Booth Size:

10' x 10' = 100' square feet.

**Cost per square foot:** \$32.00

### ONLINE

Visit [TechAdvantageExpo.com](http://TechAdvantageExpo.com) to view our current floorplan with available booth space and to submit an on-line booth reservation.

## Which Co-op Systems Attend?

**80%** Distribution System/PUD

**20%** G&T/Statewide

# SPONSORSHIP

Engage with NRECA and our electric cooperative members face-to-face at one or more of our annual events. Sponsorship allows you to interact with decision-makers, gain visibility in the cooperative marketplace, generate awareness, introduce products and services, and build your brand.

**Visit [cooperative.com/sponsorships](https://cooperative.com/sponsorships) for more details.**

## **CEO Close-Up Conference**

January 12-15, 2020 | Palm Desert, CA

Approx. 500 Attendees

74% CEO, General Manager

26% Other Co-op Executive Staff

## **Annual Meeting**

February 27-March 4, 2020 | New Orleans, LA

Approx. 4,500 Attendees

62% Board of Directors

24% Other Co-op Executive and Management Level Staff

14% CEO, General Manager

## **TechAdvantage® Experience**

March 1-4, 2020 | New Orleans, LA

Approx. 900 Attendees

52% Engineering and Operations Staff

23% Information Technology Staff

10% Supply Chain Management Staff

15% Other Co-op Staff

## **Directors Conference**

April 4-7, 2020 | Kansas City, MO

Approx. 650 Attendees

95% Board of Directors

5% Other Co-op Staff

## **Safety Leadership Summit**

April 15-17, 2020 | Orlando, FL

Approx. 590 Attendees

25% Safety, Loss Control, Risk Management Directors and Specialists

25% Line Technicians and Foremen

15% Operations and Engineering

## **CONNECT Conference**

May 12-14, 2020 | Denver, CO

Approx. 500 Attendees

65% Marketing and Communications Staff

23% Member Services Staff

12% Other Communications Staff

## **INTERACT**

July 13-17, 2020 | Phoenix, AZ

August 17-20, 2020 | Tampa, FL

Approx 450 Attendees per location

60% Director and Management Level

Human Resources Staff

17% Administration Staff

13% Accounting Staff

10% Other Co-op Staff

## **Tax, Finance and Accounting Conference for Cooperatives**

August 2-5, 2020 | Portland, OR

Approx. 500 Attendees

NRECA and NSAC members

55% Electric Co-op Specific Accountants

30% Non-electric Co-op Accountants

15% Other Electric Co-op Staff

## **Regional Meetings**

**Regions 1&4** | September 9-11, 2020 | Indianapolis, IN

**Regions 5&6** | September 15-17, 2020 | Des Moines, IA

**Regions 7&9** | September 29-October 1, 2020 | Omaha, NE

**Regions 2&3** | October 12-14, 2020 | Hollywood, FL

**Regions 8&10** | October 27-29, 2020 | Little Rock, AR

Attendees range from 700-1,200 per location

70% Board of Directors

30% Other Co-op Staff

## **PowerUP Conference**

September 21-23, 2020 | Savannah, GA

Approx. 300 Attendees

76% Administrative Staff

24% Other Co-op Staff

# CONTACT US

## Associate Membership and Advertising



**Danielle Burton**  
(301) 829-6333  
dburton@remagazine.org



**Julie Cook**  
(410) 729-4140  
jcook@remagazine.org



**Sarah Faconti**  
(860) 459-7215  
sfaconti@remagazine.org



**Sam Dodson**  
(918) 770-7897  
sdodson@remagazine.org

## Sponsorships



**Stephanie Harbrecht**  
(571) 289-0412  
stephanie.harbrecht@nreca.coop

