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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.
Nation’s Electric Cooperatives

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

...own $183 billion in assets.

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

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

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

...own and maintain 834 miles of U.S. electric distribution lines.

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

...power 56% of the nation’s landmass.

...serve 62 generation and transmission cooperatives...
...own and maintain $183 billion annually in assets.

...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. counties.

...invest $4 billion 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 **for more details.**

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

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.

<table>
<thead>
<tr>
<th>Subscriber Behavior</th>
<th>Readership Breakdown</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>86% of CEOs read most issues&lt;sup&gt;1&lt;/sup&gt;</td>
<td>92% Distribution Cooperatives, Public Power Districts and Public Utility Districts&lt;sup&gt;2&lt;/sup&gt;</td>
<td>20,000+ Qualified, Paid Subscribers&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>76% read most issues&lt;sup&gt;1&lt;/sup&gt;</td>
<td>7% Generation and Transmission Cooperatives&lt;sup&gt;2&lt;/sup&gt;</td>
<td>24,000 Pass-Along Readership&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td>42% participate in purchasing decisions&lt;sup&gt;2&lt;/sup&gt;</td>
<td>1% Statewide Organizations&lt;sup&gt;2&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

**Breakout of Circulation by Job Function**

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

**RE Magazine vs. other trade publications**

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

- **Very Important**: 27%
- **Important**: 35%
- **Somewhat Important**: 27%
- **Personal Favorite**: 11%

Source: BPA statement, June 2019
After seeing an ad in RE Magazine, respondents reported one or more of the following:

**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%

* 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.
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

<table>
<thead>
<tr>
<th>Issue</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO Close-Up Conference</td>
<td>CEO Close-Up Conference</td>
<td>TechAdvantage</td>
<td>TechAdvantage</td>
<td>Buyer’s Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reservation Deadline</td>
<td>11/22/19</td>
<td>11/29/19</td>
<td>01/02/20</td>
<td></td>
<td>04/24/20</td>
<td></td>
</tr>
<tr>
<td>AD Material Deadline</td>
<td></td>
<td>01/06/20</td>
<td>02/03/20</td>
<td>03/02/20</td>
<td>05/04/20</td>
<td></td>
</tr>
</tbody>
</table>

### Feature Articles

**January**
- **Cover:** Leadership Roundtable
- **Feature:** Reputation management
- **Co-op Tech:** Substation of the future

**February**
- **Cover:** Beneficial Electrification League
- **Feature:** The reach of statewide magazines
- **Co-op Tech:** DC power resurgence

**March**
- **Cover:** Earth Day - 50th Anniversary
- **Feature:** Finding new revenue streams
- **Feature:** Financial fragility
- **Co-op Tech:** Net metering challenges

**April**
- **Cover:** EVs
- **Feature:** Going Off-Grid
- **Co-op Tech:** Integrated vegetation management

**May**
- **Cover:** YAME in Practice
- **Feature:** E&T/learning
- **Feature:** Pollinators
- **Co-op Tech:** T&D Line Constr/Maintenance

**June**
- **Cover:** Earth Day - 50th Anniversary
- **Feature:** ITC Update
- **Co-op Tech:** Distribution automation

### Project Profiles

- **Co-op Case Study Submissions Due:**
  - January: 09/01/19
  - February: 10/01/19
  - March: 11/01/19
  - April: 12/01/19
  - May: 01/02/20
  - June: 02/01/20

### MarketPlace

- **Product or Service Releases Due:**
  - January: 11/01/19
  - February: 12/01/19
  - March: 02/01/20
  - April: 03/01/20
  - May: 04/01/20

### Special Supplements

- **78th NRECA Annual Meeting and TECHADVANTAGE® 2020 Experience**
- **Special Feature:** 78th NRECA Annual Meeting and TECHADVANTAGE® 2020 Experience "The Official" Preview Guide w/ Exhibitor List

- **Value-Added Service for Advertisers:**
  - complimentary display advertising
  - readership study by Baxter research

- **Special Insert:** Commitment to Zero Contacts Product Showcase

- **2020 RE Magazine Buyer’s Guide:**
  - The Purchasing Source For Electric Cooperatives!
  - View Online Buyer’s Guide: rebuyersguide.nreca.coop/

- **Value-Added Service for Advertisers:**
  - complimentary display advertising
  - readership study by Baxter research

- **Special Insert:** Edu. & Training Opportunities

### Additional Distribution

- **NRECA CEO Close-Up Conference**
  - Jan 12-15, 2020
  - Palm Desert, CA

- **DistribuTECH 2020**
  - Jan 28-30, 2020
  - San Antonio, TX

- **NET2020 (NRECA Touchstone Energy® New & Emerging Technologies Conference)**
  - Feb 3-5, 2020
  - Amelia Island, FL

- **NRECA Directors Conference**
  - April 4-7, 2020
  - Kansas City, MO

- **NRECA Safety Leadership Summit**
  - Apr 15-17, 2020
  - Orlando, FL

- **IEEE PES T&D Expo**
  - Apr 21-23, 2020
  - Chicago, IL

- **IEEE Rural Electric Power Confer & Expo**
  - April 25-30, 2020
  - San Antonio, TX

- **NRECA & Touchstone Energy® CONNECT 2020 Conference**
  - May 12-14, 2020
  - Denver, CO

- **UTC Telecom & Technology Conference**
  - May 18-22, 2020
  - Providence, RI

- **FiberConnect**
  - Jun 1-3, 2020
  - Nashville, TN

### Estimated Mail Date

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/26/19</td>
<td>01/27/20</td>
<td>02/25/20</td>
<td>03/24/20</td>
<td>04/27/20</td>
<td>05/26/20</td>
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<tr>
<td>ISSUE</td>
<td>JULY</td>
<td>AUGUST</td>
<td>SEPTEMBER</td>
<td>OCTOBER</td>
<td>NOVEMBER</td>
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<tr>
<td>Membership Directory Issue</td>
<td>05/22/20</td>
<td>06/24/20</td>
<td>07/24/20</td>
<td>08/24/20</td>
<td>09/24/20</td>
</tr>
<tr>
<td>AD MATERIAL DEADLINE</td>
<td>06/01/20</td>
<td>07/02/20</td>
<td>08/03/20</td>
<td>08/31/20</td>
<td>09/30/20</td>
</tr>
<tr>
<td>FEATURE ARTICLES</td>
<td>Cover: Drones</td>
<td>Cover: Rising</td>
<td>Cover: Jim</td>
<td>Cover: Injured</td>
<td>Cover: International</td>
</tr>
<tr>
<td></td>
<td>Feature: ACE Rule Update</td>
<td>Co-op Stars</td>
<td>Matheson profile/ Q&amp;A</td>
<td>Worker to Safety Advocate</td>
<td>Programs</td>
</tr>
<tr>
<td></td>
<td>Feature: Grassroots</td>
<td>Feature: N/A</td>
<td>Feature: Photo</td>
<td>Feature: Emergency</td>
<td>Feature: International</td>
</tr>
<tr>
<td>Co-op Tech: Pole</td>
<td>Co-op Tech: Data visualization</td>
<td>Feature: Friday night lights</td>
<td>Feature: Emergency preparedness</td>
<td>Feature: Finance: Storm reserves</td>
<td>feature</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Co-op Tech: IT/OT</td>
<td>Feature: Finance: Storm reserves</td>
<td>Co-op Tech:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>cybersecurity</td>
<td>Storm reserves</td>
<td>Ergonomics</td>
</tr>
<tr>
<td>PROJECT PROFILES</td>
<td>Co-op Case Study Submissions Due: 03/01/20</td>
<td>Co-op Case Study Submissions Due: 04/01/20</td>
<td>Co-op Case Study Submissions Due: 05/01/20</td>
<td>Co-op Case Study Submissions Due: 06/01/20</td>
<td>Co-op Case Study Submissions Due: 07/01/20</td>
</tr>
<tr>
<td>MARKETPLACE</td>
<td>Product or Service Releases Due: 05/01/20</td>
<td>Product or Service Releases Due: 06/01/20</td>
<td>Product or Service Releases Due: 07/01/20</td>
<td>Product or Service Releases Due: 08/01/20</td>
<td>Product or Service Releases Due: 09/01/20</td>
</tr>
<tr>
<td>SPECIAL SUPPLEMENTS</td>
<td>2020 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, &amp; Affiliate Members)</td>
<td>Special Insert: Broadband Case Studies</td>
<td>Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research</td>
<td>Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research</td>
<td></td>
</tr>
</tbody>
</table>
# PRINT ADVERTISING RATES

## DISPLAY ADVERTISING INTERIOR PAGE POSITIONS

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
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<td>D</td>
<td>E</td>
<td>F</td>
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<td>G</td>
<td>H</td>
<td>I</td>
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<tr>
<td>J</td>
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</tr>
</tbody>
</table>

### 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://nrecasendmyad.com

### Color:
2-color: Add $800 to black & white rate
4-color: Add $1,700 to black & white rate

### 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:

<table>
<thead>
<tr>
<th>DISPLAY ADVERTISING INTERIOR PAGE POSITIONS</th>
<th>TRIM SIZE</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Two-Page Spread w/Bleed</td>
<td>16.125 x 10.875</td>
<td>15.875 x 10.625</td>
</tr>
<tr>
<td>B  Two-Page Spread Non-Bleed</td>
<td>16.25 x 10.875</td>
<td>15 x 10</td>
</tr>
<tr>
<td>C  Full Page w/Bleed</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
<tr>
<td>D  Full Page Non-Bleed</td>
<td>8.125 x 10.875</td>
<td>7 x 10</td>
</tr>
<tr>
<td>E  Two-Thirds Page</td>
<td>4.375 x 9.375</td>
<td></td>
</tr>
<tr>
<td>F  One-Half Page Horizontal</td>
<td>6.625 x 4.875</td>
<td></td>
</tr>
<tr>
<td>G  One-Half Page Island</td>
<td>4.3615 x 7.0975</td>
<td></td>
</tr>
<tr>
<td>H  One-Third Page Vertical</td>
<td>2.0972 x 9.375</td>
<td></td>
</tr>
<tr>
<td>I  One-Third Page Square</td>
<td>4.3615 x 4.5972</td>
<td></td>
</tr>
<tr>
<td>J  One-Quarter Page</td>
<td>3.2452 x 4.6875</td>
<td></td>
</tr>
<tr>
<td>K  One-Sixth Page</td>
<td>2.0972 x 4.5675</td>
<td></td>
</tr>
<tr>
<td>C  Cover 2</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
<tr>
<td>C  Cover 3</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
<tr>
<td>C  Cover 4</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
</tbody>
</table>

*Cover Gatefold Inquire*

### BLEED DIMENSIONS
- Page size: 8.375 x 11.125
- Trim Size: 8.125 x 10.875
- Live Area: 7.875 x 10.625

### Upload Material:
[https://nreca.sendmyad.com](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.
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.

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.

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.
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

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

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.

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

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>WEBSITE AD SIZE</th>
<th>RATE</th>
<th>BONUS! NEWSLETTER AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>300 x 250 px</td>
<td>$2,400/month</td>
<td>200 x 200 px</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$2,000/month</td>
<td>517 x 77 px</td>
</tr>
</tbody>
</table>

E-newsletter Advertising

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>NEWSLETTER SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Button</td>
<td>200 x 200 px</td>
<td>$1,000/week</td>
</tr>
</tbody>
</table>

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

Please visit cooperative.com to see actual website placements.

Website
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 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

PRICE
$3,000 per episode

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*

*IAB-Edison Research Podcast Advertising Study 2016
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 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®?

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Who Attends TechAdvantage®?

Which Co-op Systems Attend?

- **80%** Distribution System/PUD
- **20%** G&T/Statewide

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 to view our current floorplan with available booth space and to submit an on-line booth reservation.
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 for more details.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Dates</th>
<th>Location</th>
<th>Dates are subject to change</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO Close-Up Conference</td>
<td>January 12–15, 2020</td>
<td>Palm Desert, CA</td>
<td></td>
</tr>
<tr>
<td>Approx. 500 Attendees</td>
<td></td>
<td>74% CEO, General Manager</td>
<td></td>
</tr>
<tr>
<td>26% Other Co-op Executive Staff</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Annual Meeting</td>
<td>February 27–March 4, 2020</td>
<td>New Orleans, LA</td>
<td></td>
</tr>
<tr>
<td>Approx. 4,500 Attendees</td>
<td></td>
<td>62% Board of Directors</td>
<td></td>
</tr>
<tr>
<td>24% Other Co-op Executive and Management Level Staff</td>
<td></td>
<td>14% CEO, General Manager</td>
<td></td>
</tr>
<tr>
<td>TechAdvantage® Experience</td>
<td>March 1–4, 2020</td>
<td>New Orleans, LA</td>
<td></td>
</tr>
<tr>
<td>Approx. 900 Attendees</td>
<td></td>
<td>52% Engineering and Operations Staff</td>
<td></td>
</tr>
<tr>
<td>23% Information Technology Staff</td>
<td></td>
<td>10% Supply Chain Management Staff</td>
<td></td>
</tr>
<tr>
<td>15% Other Co-op Staff</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Directors Conference</td>
<td>April 4–7, 2020</td>
<td>Kansas City, MO</td>
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</tr>
<tr>
<td>Approx. 650 Attendees</td>
<td></td>
<td>95% Board of Directors</td>
<td></td>
</tr>
<tr>
<td>5% Other Co-op Staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety Leadership Summit</td>
<td>April 15–17, 2020</td>
<td>Orlando, FL</td>
<td></td>
</tr>
<tr>
<td>Approx. 590 Attendees</td>
<td></td>
<td>25% Safety, Loss Control, Risk Management Directors and Specialists</td>
<td></td>
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<tr>
<td>25% Line Technicians and Foremen</td>
<td></td>
<td>15% Operations and Engineering</td>
<td></td>
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<tr>
<td>CONNECT Conference</td>
<td>May 12–14, 2020</td>
<td>Denver, CO</td>
<td></td>
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<tr>
<td>Approx. 500 Attendees</td>
<td></td>
<td>65% Marketing and Communications Staff</td>
<td></td>
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<tr>
<td>23% Member Services Staff</td>
<td></td>
<td>12% Other Communications Staff</td>
<td></td>
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<tr>
<td>INTERACT</td>
<td>July 13–17, 2020</td>
<td>Phoenix, AZ</td>
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<tr>
<td>August 17–20, 2020</td>
<td>Tampa, FL</td>
<td>Approx 450 Attendees per location</td>
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<tr>
<td>Tax, Finance and Accounting Conference for Cooperatives</td>
<td>August 2–5, 2020</td>
<td>Portland, OR</td>
<td></td>
</tr>
<tr>
<td>Approx. 500 Attendees</td>
<td></td>
<td>NRECA and NSAC members</td>
<td></td>
</tr>
<tr>
<td>55% Electric Co-op Specific Accountants</td>
<td></td>
<td>30% Non-electric Co-op Accountants</td>
<td></td>
</tr>
<tr>
<td>15% Other Electric Co-op Staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional Meetings</td>
<td>Regions 1&amp;4</td>
<td>September 9–11, 2020</td>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td>Regions 5&amp;6</td>
<td>September 15–17, 2020</td>
<td>Des Moines, IA</td>
<td></td>
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<tr>
<td>Regions 7&amp;9</td>
<td>September 29–October 1, 2020</td>
<td>Omaha, NE</td>
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</tr>
<tr>
<td>Regions 2&amp;3</td>
<td>October 12–14, 2020</td>
<td>Hollywood, FL</td>
<td></td>
</tr>
<tr>
<td>Regions 8&amp;10</td>
<td>October 27–29, 2020</td>
<td>Little Rock, AR</td>
<td></td>
</tr>
<tr>
<td>Attendees range from 700-1,200 per location</td>
<td></td>
<td>70% Board of Directors</td>
<td></td>
</tr>
<tr>
<td>30% Other Co-op Staff</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>PowerUP Conference</td>
<td>September 21–23, 2020</td>
<td>Savannah, GA</td>
<td></td>
</tr>
<tr>
<td>Approx. 300 Attendees</td>
<td></td>
<td>76% Administrative Staff</td>
<td></td>
</tr>
<tr>
<td>24% Other Co-op Staff</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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