



ACCESS.  
ENGAGEMENT.  
RESULTS.

## 2021 Media Kit

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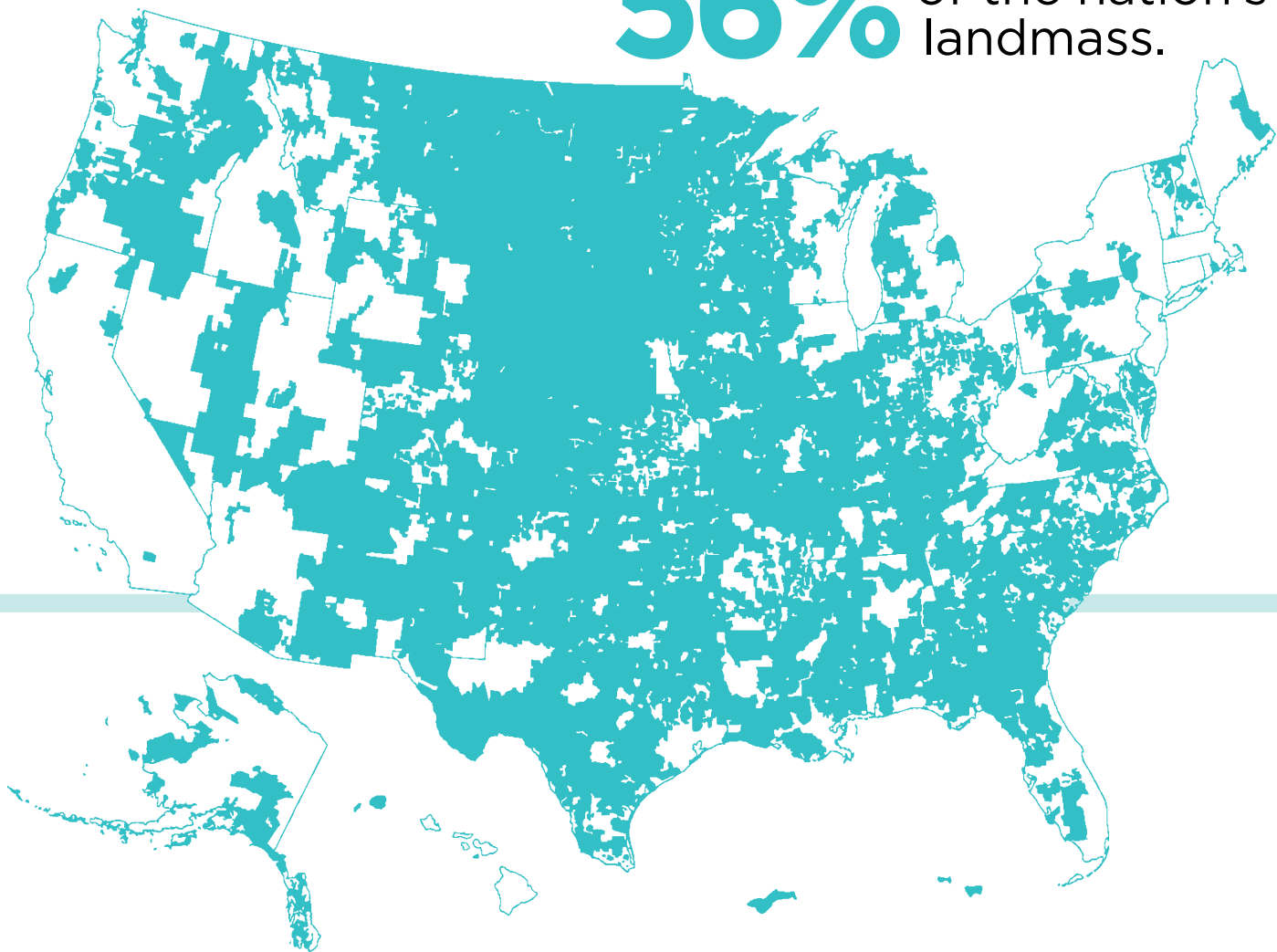
ENGAGE WITH  
ELECTRIC  
COOPERATIVES,

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 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 this trusted source of education, information and advocacy, you will become a partner in the co-op journey and have an opportunity to champion their future success.

63 generation and transmission cooperatives...

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



...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.

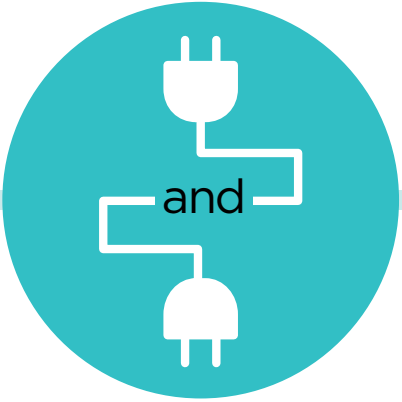
...own **\$192 billion**  
in assets.



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



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



...deliver **12%**  
of all U.S.  
electricity.





# 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 50 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.

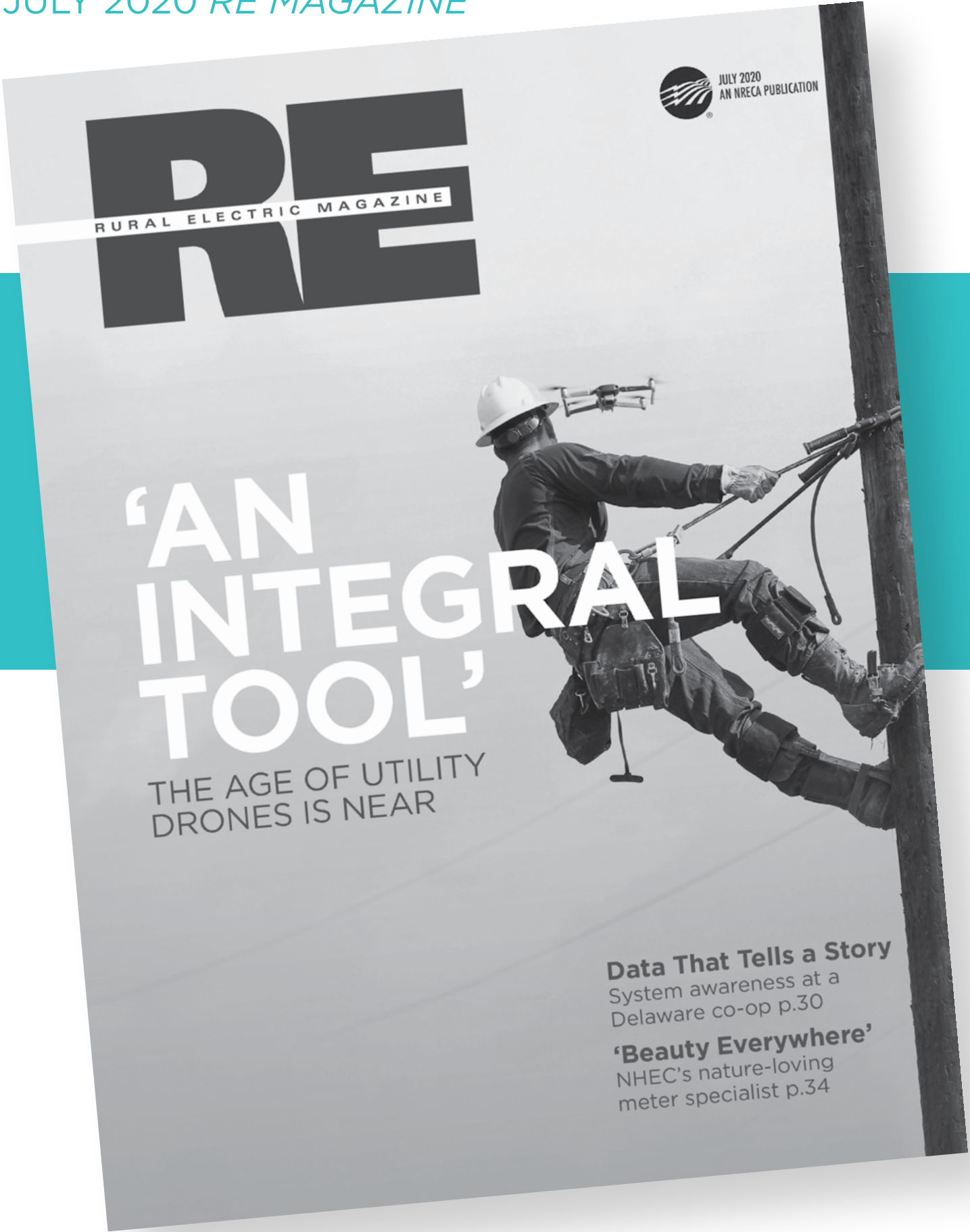
## ASSOCIATE MEMBERSHIP

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.

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 and webinars 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 collaborate with NRECA's Business & Technology Strategies group on co-op market research projects	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	

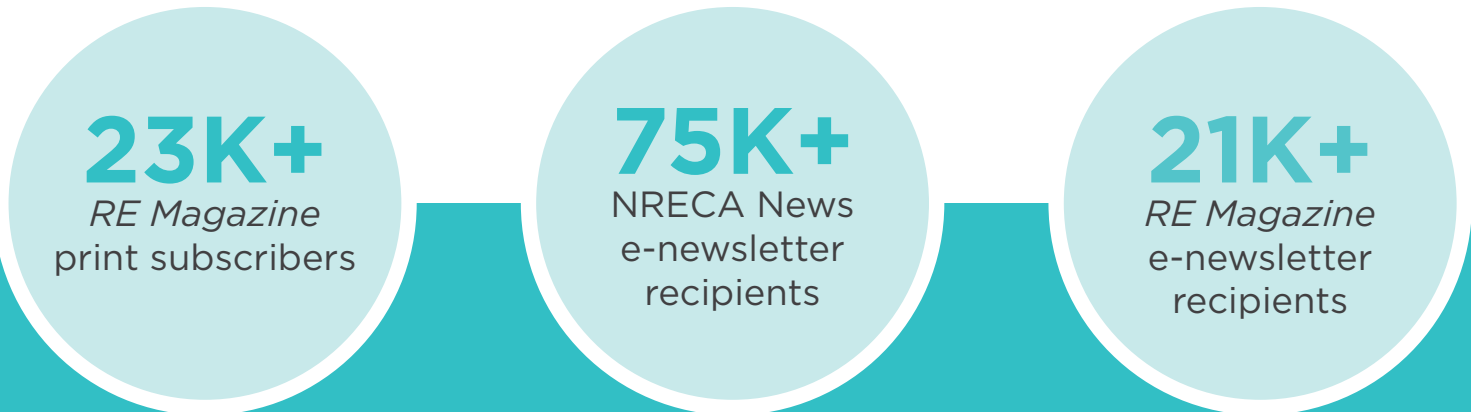
Visit [electric.coop/associate-membership](http://electric.coop/associate-membership) for more details.





# 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.



Unrivaed Reach.  
Leadership Audience.  
Powerful Platforms.

## RE MAGAZINE — PRINT ADVERTISING

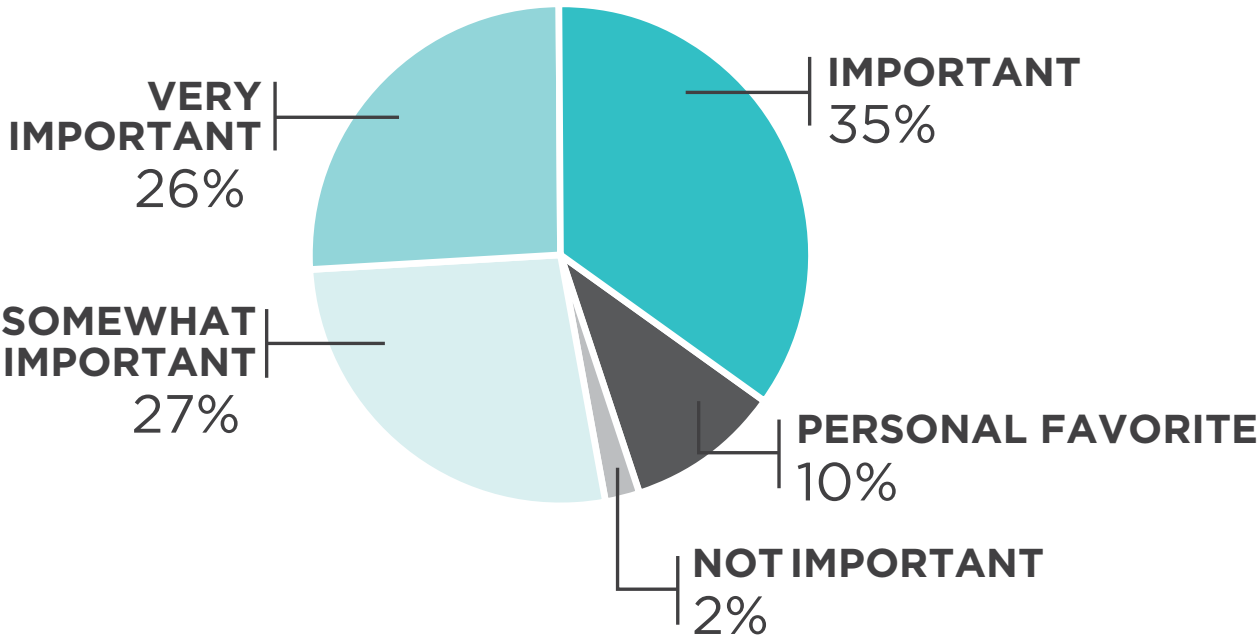
This media brand is an industry standout in showcasing co-op stories and best practices. Since 1942, RE Magazine has served as the publication of choice for electric cooperative decision-makers who want to stay ahead of industry challenges, developments and trends.

Subscriber Behavior		Readership Breakdown		Reach	
86%	of CEOs read most issues <sup>1</sup>	92%	Distribution Cooperatives, Public Power Districts and Public Utility Districts <sup>2</sup>	19,820	Qualified, Paid Subscribers <sup>2</sup>
76%	read most issues <sup>1</sup>	7%	Generation and Transmission Cooperatives <sup>2</sup>	39,640	Pass-Along Readership <sup>3</sup>
49%	participate in purchasing decisions <sup>3</sup>	1%	Statewide Organizations <sup>2</sup>		

<sup>1</sup> NRECA Market Research Services, 2016  
<sup>2</sup> BPA Brand Report, June 2020  
<sup>3</sup> Baxter Research study, June 2020  
Readership based on mean pass-along rate (1.0)

RE Magazine vs. other trade publications

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



Source: Baxter Research Study, June 2020

Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,868
Engineering & Operations	6,091
Consumer Member Services	1,298
Finance	1,229
GM/CEO	994
Legal	722
Administrative Management	539
Communications	497
IT	488
Purchasing	343
HR	292
Marketing	219

Source: BPA statement, June 2020

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

81%

LIKED ONE OR MORE ADS

91%

HAVE IMPROVED OPINION

65%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

77%

ENGAGED IN A PRELIMINARY BUYING BEHAVIOR\*

37%

ENGAGED IN AN ACTIVE BUYING BEHAVIOR\*\*

35%

Source: Baxter Research Study, June 2020

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.

— Statewide Association General Manager

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

# RE MAGAZINE 2021 EDITORIAL CALENDAR

Due to an ongoing magazine redesign, some of these features and departments may change.

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage	Free Ad Study		Buyer's Guide	Free Ad Study
RESERVATION DEADLINE	11/23/20	12/31/20	01/26/21	02/25/21	03/25/21	04/26/21
AD MATERIAL DEADLINE	11/30/20	01/06/21	02/03/21	03/03/21	03/31/21	05/04/21
FEATURE ARTICLES	<b>Cover:</b> Co-op Diversity, Equity, and Inclusion  <b>Feature:</b> Passed over  <b>Feature:</b> Survey on how co-ops performed during the pandemic  <b>Tech:</b> Co-op fiber to the meter	<b>Cover:</b> Co-op of the future ( <i>illustrated feature</i> )  <b>Feature:</b> Changing co-op workplace  <b>Tech:</b> Transmission supergrid	<b>Cover:</b> Has COVID changed co-ops forever?  <b>Feature:</b> Puerto Rico cooperative effort  <b>Feature:</b> Women and co-ops  <b>Tech:</b> Real-time data	<b>Cover:</b> Carbon-free by...  <b>Feature:</b> EVs and load management  <b>Feature:</b> Smart communities  <b>Tech:</b> Microgrid tech	<b>Cover:</b> Modernizing the cooperative grid  <b>Feature:</b> Co-op Comms  <b>Feature:</b> Members going off-grid  <b>Feature:</b> The rise of third-party group  <b>Tech:</b> Physical security	<b>Cover:</b> Steal this magazine - creative co-op ideas for you to use  <b>Feature:</b> E&T  <b>Feature:</b> Wildfires  <b>Tech:</b> Smart home/smart grid technologies due to improved fiber networks
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/20	Co-op Case Study Submissions Due: 10/01/20	Co-op Case Study Submissions Due: 11/01/20	Co-op Case Study Submissions Due: 12/01/20	Co-op Case Study Submissions Due: 01/02/21	Co-op Case Study Submissions Due: 02/01/21
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/20	Product or Service Releases Due: 12/01/20	Product or Service Releases Due: 01/02/21	Product or Service Releases Due: 02/01/21	Product or Service Releases Due: 03/01/21	Product or Service Releases Due: 04/01/21
SPECIAL SUPPLEMENTS		Special Feature: NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage Experience "The Official" Preview Guide w/ Exhibitor List	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	Safety Products Showcase Insert	2021 <i>RE Magazine</i> BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! <i>View Online Buyer's Guide: rebuyersguide.nreca.coop/</i>	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research <b>Special Insert:</b> Edu. & Training Opportunities
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	NRECA CEO Close-Up Conference Jan 13-16, 2021 Amelia Island, FL  NET 2021 (NRECA Touchstone Energy® New & Emerging Technologies Conference) Feb 1-3, 2021 Indian Wells, CA		NRECA Directors Conference 2021 March 21-24, 2021 Austin, TX	DistribUTECH 2021 March 30-April 1, 2021 Orlando, FL  NRECA Safety Leadership Summit April 6-8, 2021 Orlando, FL  IEEE Rural Electric Power Confer & Expo April 26-30, 2021 Location TBA	NRECA & Touchstone Energy® CONNECT 2021 Conference May 4-6, 2021 Nashville, TN	FiberConnect Mid-June 2021 Gaylord Texan Resort, TX  UTC Telecom & Technology 2021 June 21-25, 2021 Portland, OR
ESTIMATED MAIL DATE	12/23/20	01/29/21	02/25/21	03/25/21	04/23/21	5/27/21

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	05/25/21	06/25/21	07/27/21	08/24/21	09/24/21	10/26/21
AD MATERIAL DEADLINE	06/02/21	07/05/21	08/04/21	09/01/21	10/04/21	11/03/21
FEATURE ARTICLES	<b>Cover:</b> Duane Highley profile  <b>Feature:</b> Are small-scale advanced reactors ready for prime time?  <b>Feature:</b> Oil and Gas Futures  <b>Tech:</b> Generation innovations	<b>Cover:</b> 20 co-op leaders to watch  <b>Feature:</b> Broadband Developments  <b>Feature:</b> Co-ops working with the military  <b>Tech:</b> Broadband: Over or under design considerations	<b>Cover:</b> Emerging partners: co-ops and environmental groups  <b>Feature:</b> BE/EVs and AG equipment  <b>Feature:</b> Changing resource portfolio  <b>Tech:</b> Energy storage advances	<b>Cover:</b> Safety  <b>Feature:</b> IEEE 1547 implementation  <b>Feature:</b> Serving hemp operations  <b>Tech:</b> Cybersecurity weak links/disaster recovery	<b>Cover:</b> International Program  <b>Feature:</b> Serving Low-income regions  <b>Feature:</b> Community development  <b>Tech:</b> AI/predictive analytics	<b>Cover:</b> Technology trends  <b>Feature:</b> Holiday feature
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/21	Co-op Case Study Submissions Due: 04/01/21	Co-op Case Study Submissions Due: 05/01/21	Co-op Case Study Submissions Due: 06/01/21	Co-op Case Study Submissions Due: 07/01/21	Co-op Case Study Submissions Due: 08/01/21
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/21	Product or Service Releases Due: 06/01/21	Product or Service Releases Due: 07/01/21	Product or Service Releases Due: 08/01/21	Product or Service Releases Due: 09/01/21	Product or Service Releases Due: 10/01/21
SPECIAL SUPPLEMENTS	2021 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, & Affiliate Members)	Co-op Broadband Case Studies Insert	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
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>		NRECA Tax, Finance & Accounting Conference for Cooperatives July 31-Aug 3, 2021 Orlando, FL	NRECA Region Meetings 1&4 Sept 8-10, 2021 Nat'l Harbor, MD  NRECA Region Meetings 5&6 Sept 15-17, 2021 Minneapolis, MN  NRECA Region Meetings 7&9 Sept 28-30, 2021 Sacramento, CA	ICUEE, now The Utility Expo 2021 Sept 28-30, 2021 Louisville, KY  2021 PowerUp Conference Oct 11-13, 2021 Austin, TX  NRECA Region Meetings 2&3 Oct 5-7, 2021 Birmingham, AL  NRECA Region Meetings 8&10 Oct 13-15, 2021 Albuquerque, NM		
ESTIMATED MAIL DATE	06/25/21	07/27/21	08/26/21	09/27/21	10/26/21	11/29/21



RE MAGAZINE PRINT ADVERTISING



RATES

PAGE LAYOUT (See diagram above)	1 X FREQUENCY RATE			6 X FREQUENCY RATE			12 X FREQUENCY RATE		
	4/Color	2/Color	B/W	4/Color	2/Color	B/W	4/Color	2/Color	B/W
A Two-Page Spread Bleed	\$10,185	\$9,285	\$8,485	\$9,630	\$8,730	\$7,930	\$9,265	\$8,365	\$7,565
B Two-Page Spread Non-Bleed	\$10,185	\$9,285	\$8,485	\$9,630	\$8,730	\$7,930	\$9,265	\$8,365	\$7,565
C Full-Page Bleed	\$5,945	\$5,045	\$4,245	\$5,665	\$4,765	\$3,965	\$5,480	\$4,580	\$3,780
D Full-Page Non-Bleed	\$5,945	\$5,045	\$4,245	\$5,665	\$4,765	\$3,965	\$5,480	\$4,580	\$3,780
E Two-Thirds Page	\$5,075	\$4,175	\$3,375	\$4,895	\$3,995	\$3,195	\$4,725	\$3,825	\$3,025
F One-Half Page Horizontal	\$4,355	\$3,455	\$2,655	\$4,225	\$3,325	\$2,525	\$4,095	\$3,195	\$2,395
G One-Half Page Island	\$4,355	\$3,455	\$2,655	\$4,225	\$3,325	\$2,525	\$4,095	\$3,195	\$2,395
H One-Third Page Vertical	\$3,640	\$2,740	\$1,940	\$3,580	\$2,680	\$1,880	\$3,450	\$2,550	\$1,750
I One-Third Page Horizontal	\$3,640	\$2,740	\$1,940	\$3,580	\$2,680	\$1,880	\$3,450	\$2,550	\$1,750
J One-Quarter Page	\$3,385	\$2,485	\$1,685	\$3,270	\$2,370	\$1,570	\$3,225	\$2,325	\$1,525
K One-Sixth Page	\$2,730	\$1,830	\$1,030	\$2,665	\$1,765	\$965	\$2,630	\$1,730	\$930
C2 Cover 2	\$7,065	\$6,165	\$5,365	\$6,825	\$5,925	\$5,125	\$6,555	\$5,655	\$4,855
C3 Cover 3	\$7,015	\$6,115	\$5,315	\$6,755	\$5,855	\$5,055	\$6,500	\$5,600	\$4,800
C4 Cover 4	\$7,870	\$6,970	\$6,170	\$7,610	\$6,710	\$5,910	\$7,325	\$6,425	\$5,625
C5 Gatefold Cover	\$21,205	\$20,305	\$19,505	\$20,060	\$19,160	\$18,360	\$18,915	\$18,015	\$17,215

SPECIAL ANNUAL ISSUES:

- FEBRUARY:**  
Official TechAdvantage preview guide with exhibitor listings
- APRIL:**  
Safety Products Showcase Insert
- MAY:**  
RE Magazine Buyer’s Guide issue — The purchasing source for electric cooperatives
- JULY:**  
Membership Directory of Electric Cooperatives and Affiliated Organizations
- AUGUST:**  
Co-op Broadband Case Studies Insert
- OCTOBER:**  
Operations, Safety & Maintenance issue

QUARTERLY AD STUDY

**MARCH, JUNE, SEPTEMBER AND DECEMBER**  
Complimentary display advertising readership study conducted by Baxter Research. Companies who advertise in these issues receive a free ad study report with metrics on the effectiveness of their ad campaign with RE Magazine subscribers. Reports include direct audience feedback with comments on each ad studied. A sample study can be found here: [electric.coop/advertisingperks](http://electric.coop/advertisingperks)

SPECS

DISPLAY ADVERTISING INTERIOR PAGE POSITION	TRIM SIZE	LIVE AREA
A Two-Page Spread w/Bleed	16.125 × 10.875	15.875 x 10.625
B Two-Page Spread Non-Bleed	16.25 × 10.875	15 x 10
C Full-Page w/Bleed	8.125 × 10.875	7.875 x 10.625
D Full-Page Non-Bleed	8.125 × 10.875	7 x 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 x 10.875	7.875 x 10.625
C Cover 3	8.125 x 10.875	7.875 x 10.625
C Cover 4	8.125 x 10.875	7.875 x 10.625

C Gatefold: *Inquire*

**UPLOAD MATERIAL:**  
<https://nreca.sendmyad.com>

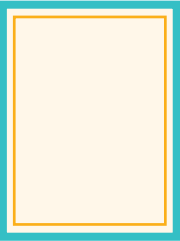
**COLOR:**  
Specify as CMYK.

**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.*



- Full Page**
- Page size: 8.375 x 11.125
  - Trim Size: 8.125 x 10.875
  - Live Area: 7.875 x 10.625



# RE MAGAZINE 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 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.

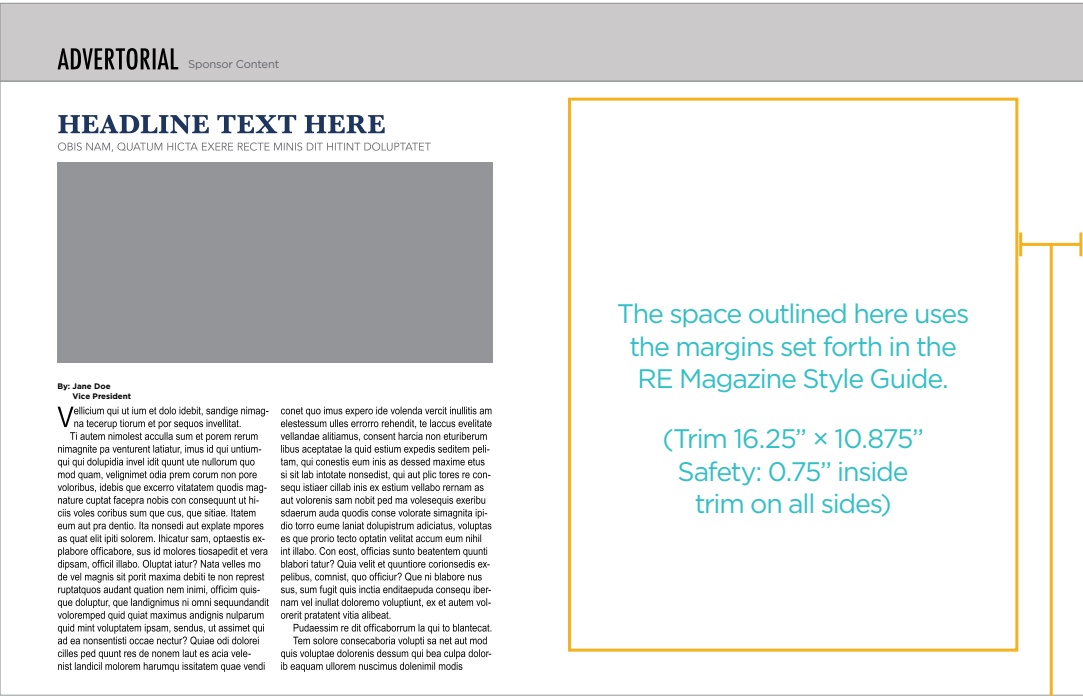
### Pricing:

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

### 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.

ISSUE	RESERVATION DEADLINE	WORD DOCUMENT WITH FINAL COPY	FINAL ARTWORK
January	11/02/20	11/09/20	11/16/20
February	12/09/20	12/16/20	12/23/20
March	01/06/21	01/13/21	01/20/21
April	02/03/21	02/10/21	02/17/21
May	03/03/21	03/10/21	03/17/21
June	04/06/21	04/13/21	04/20/21
July	05/03/21	05/10/21	05/19/21
August	06/07/21	06/14/21	06/21/21
September	07/07/21	07/14/21	07/21/21
October	08/04/21	08/11/21	08/18/21
November	09/06/21	09/13/21	09/20/21
December	10/06/21	10/13/21	10/20/21
January 2022	11/03/21	11/10/21	11/17/21



*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

62,000 monthly users

230,000+ monthly pageviews

75,000+ e-newsletter subscribers

Google Analytics, January-June 2020

### 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

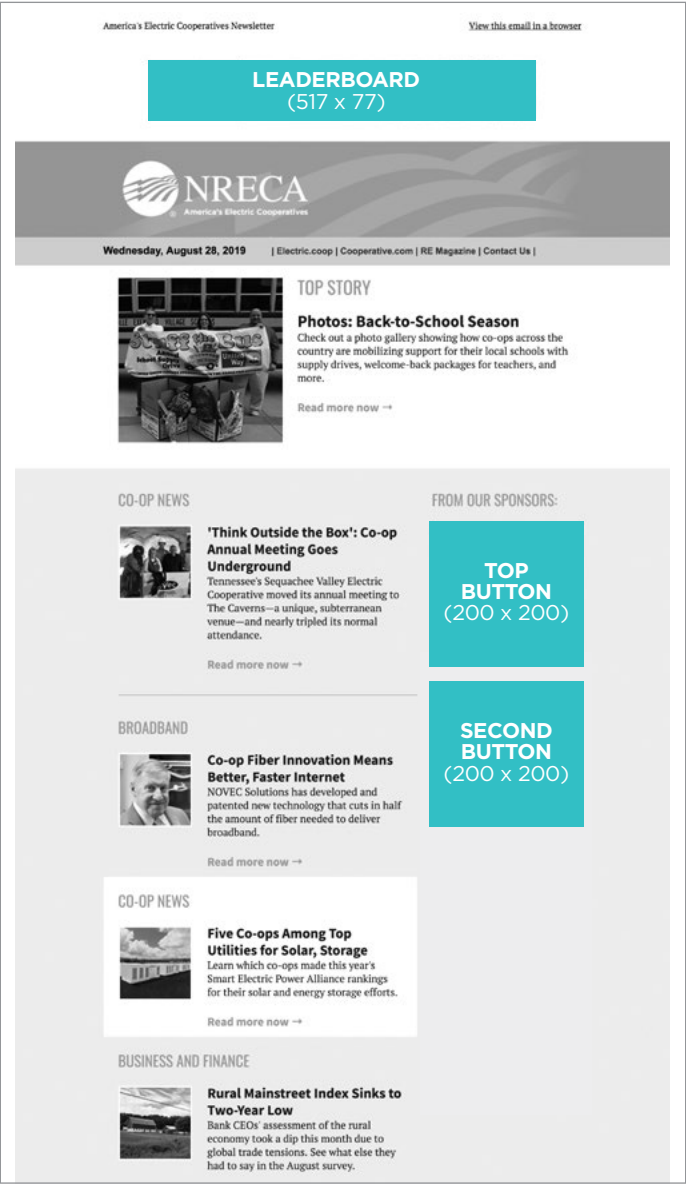
AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 x 200 px	\$1,300 /month
Second Button Ad	200 x 200 px	\$1,000 /week

### Submission Instructions:

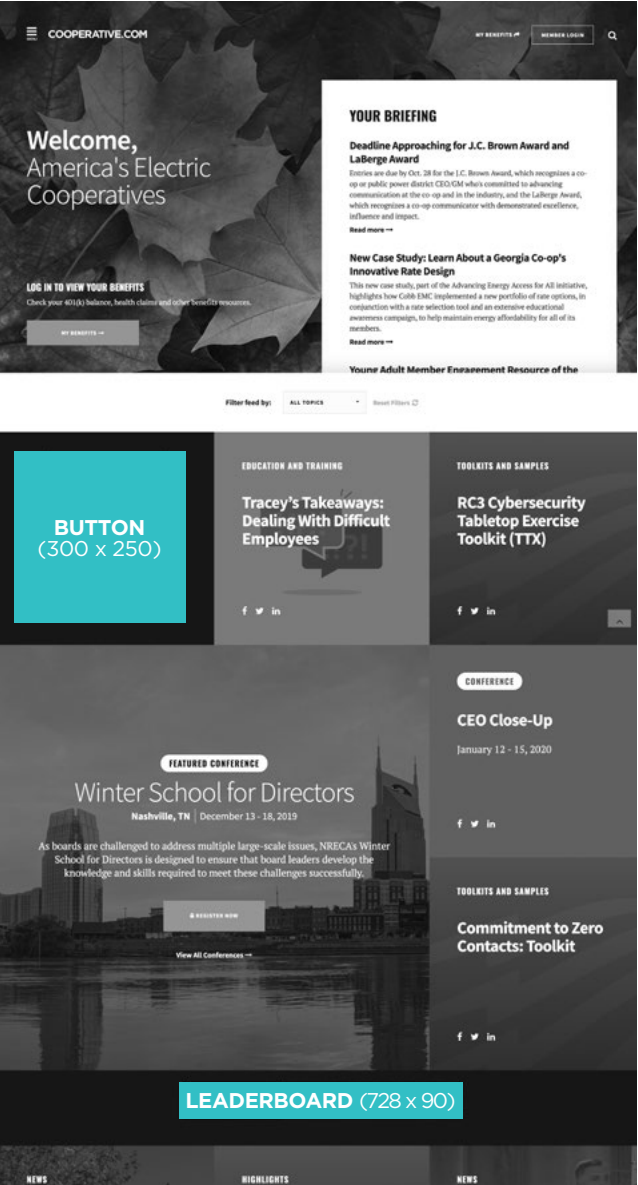
- Accepted files: jpg, png, gif.
- Click tags are not accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore:\_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter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

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

### Newsletter



### Website



Please visit cooperative.com to see actual website placements.

# RE MAGAZINE PHOTO CHALLENGE SPONSORSHIP

Each month, themed photo contests promote participation from electric cooperative employees across the country. Photo submissions depict things like sweeping rural landscapes, lineworkers working to keep the lights on, and co-op employees engaging with their members and their communities.

A month-long sponsorship includes numerous opportunities for company branding in and around the photo galleries. Participation will ensure that your brand receives the most exposure and your message resonates with electric cooperatives. Book today as this opportunity is limited to one sponsor per month!

**Digital Audience:** 80,000+ average monthly views  
*(includes website and e-newsletter views)*

**Print Audience:** 23,000+ *RE Magazine* subscribers.

**Pricing**  
\$2,500 per month  
\$6,000 per quarter

### Specifications

AD TYPE			SIZE	PLACEMENT
Website				
1	Button		300 x 250 px	Homepage and past contest pages
2	Interstitial		300 x 250 px	Runs every 5 photos
3	Leaderboard		728 x 90 px	Previous photo contest page
Newsletter				
4	Top Leaderboard		517 x 77 px	4 x in the <i>RE</i> newsletter
5	Button		200 x 200 px	4x in the <i>RE</i> newsletter
Print Edition				
6	Name & logo of Sponsor*	TBD		Co-op Shots Monthly Feature

\*To be used on print edition announcing the monthly photo challenge winner


## Newsletter

America's Electric Cooperatives Newsletter

View this email in a browser


4

517 x 77



NRECA  
America's Electric Cooperatives


Wednesday, August 28, 2019 | Electric.coop | Cooperative.com | RE Magazine | Contact Us |



TOP STORY

**Photos: Back-to-School Season**  
Check out a photo gallery showing how co-ops across the country are mobilizing support for their local schools with supply drives, welcome-back packages for teachers, and more.  
[Read more now →](#)

CO-OP NEWS



**'Think Outside the Box': Co-op Annual Meeting Goes Underground**  
Tennessee's Sequachee Valley Electric Cooperative moved its annual meeting to The Caverns—a unique, subterranean venue—and nearly tripled its normal attendance.

FROM OUR SPONSORS:

5

200 x 200

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 This Month's photo challenge sponsored by 2020 IEEE Power T&D World Expo.

Share   

December 2019: Co-op Pollinator Gardens

Welcome to the 2019 RE Magazine Photo Contest. The December contest theme is "Co-op Pollinator Gardens." Co-op country may be gearing up for winter, but we'd like to see photos showing off the pollinator gardens that your electric co-op has planted. As we receive submissions, photos will be reviewed and then added to a gallery for visitors to browse and vote on their favorites. Submissions and voting will be open until December 31. Please only submit photos for this month's theme.  
[See Past Photo Entries →](#)

Submit a Photo Entry

DATE OF CONTEST

All Issues

Reset Filters


1

300 x 250

CO-OP RENEWABLES

**Historic Hydroelectric Plant**


Cloverland Electric Cooperative's historic hydroelectric power plant, which contributes to the 48% renewable energy fuel source for the co-op. The excavation of the hydro canal began in 1898 and was completed in June 1902. Under the most favorable operating conditions, the hydroplant is capable of producing 56 megawatts. For additional history and details, visit <https://cloverland.com/hydro-electricity/>  
Credits: Allie Brawley, Cloverland Electric - September 2019



1

World's longest hydroelectric power plant

Aerial view of Cloverland Electric Cooperative's hydroelectric power plant, which contributes to the 48% renewable energy fuel source for the co-op.  
Credits: Allison Brawley - September 2019



3

728 x 90

COOPERATIVE.COM

SEARCH

Q

## Print Edition


CO-OP SHOTS YOUR PHOTOS

6

**OCTOBER 2019 PHOTO CHALLENGE WINNERS**

Advertiser Name

Double congratulations to Brooke Hochstetler with Prince George Electric Cooperative in Prince George, Virginia. Her photos, "United We Climb" (below) and "Think Hard Hats for Breast Cancer Awareness March" (right), were the winner and runner-up in the October 2019 RE Magazine Photo Challenge with the theme "Co-op Month Celebrations."



United We Climb

Prince George Electric Cooperative's "United We Climb" prints took top honors in the T-shirt contest at the 2019 Gaff-n-Go Lineman's & Equipment Operator's Rodeo.  
Photo by Brooke Hochstetler

34

RE MAGAZINE





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



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AT HOME**



**LISTEN ON  
THE GO**

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

\*IAB-Edison Research Podcast Advertising Study 2016





# EVENT SPONSORSHIPS

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 13-16, 2021 | Amelia Island, FL  
Approx. 500 Attendees  
74% CEO, General Manager  
26% Other Co-op Executive Staff

### NRECA PowerXchange

*(formerly NRECA Annual Meeting)*  
February 18-24, 2021 | Online  
Approx. 4,500 Attendees  
62% Board of Directors  
24% Other Co-op Executive and Management Level Staff  
14% CEO, General Manager

### TechAdvantage® Experience

February 21-24, 2021 | Online  
Approx. 900 Attendees  
52% Engineering and Operations Staff  
23% Information Technology Staff  
10% Supply Chain Management Staff  
15% Other Co-op Staff

### Directors Conference

March 21-24, 2021 | Austin, TX  
Approx. 650 Attendees  
95% Board of Directors  
5% Other Co-op Staff

### Safety Leadership Summit

April 6-8, 2021 | 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 4-6, 2021 | Nashville, TN  
Approx. 500 Attendees  
65% Marketing and Communications Staff  
23% Member Services Staff  
12% Other Communications Staff

### INTERACT

July 12-14, Boston, MA  
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

July 31-August 3, 2021 | Orlando, FL  
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** | Sept 8-10 | National Harbor, MD  
**Regions 5&6** | Sept 15-17 | Minneapolis, MN  
**Regions 7&9** | Sept 28-30 | Sacramento, CA  
**Regions 2&3** | Oct 5-7 | Birmingham, AL  
**Regions 8&10** | Oct 13-15 | Albuquerque, NM  
Attendees range from 700-1,200 per location  
70% Board of Directors  
30% Other Co-op Staff

### PowerUP Conference

Oct. 11-13, 2021 | Austin, TX  
Approx. 300 Attendees  
76% Administrative Staff  
24% Other Co-op Staff

*Dates are subject to change*

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