

DIGITAL ADVERTISING OPPORTUNITIES

RE
RURAL ELECTRIC MAGAZINE

Featuring full-length articles and beautiful photography, this media brand has been a standout in communicating the unique value co-ops bring to their members and their communities.

BONUS! Advertise on REmagazine.coop, and you'll be included in at least one of the site's weekly e-newsletters each month.

E-NEWSLETTER BANNER SIZE:
(See back of this brochure for sizes)

SITE STATISTICS¹

7,200
MONTHLY
USERS

+ 18,000+
E-NEWSLETTER
RECIPIENTS

34,000
MONTHLY PAGE VIEWS

- Header ad appears on the home page and ROS article pages
- All other ads appear on ROS article pages
- Advertisers receive 1/4 share of voice
- REmagazine.coop e-newsletters are sent to paid subscribers of the *RE Magazine* print edition

COOPERATIVE.COM

New! Formerly hosted on ECT.coop, much of our daily news content now resides on NRECA's member site, Cooperative.com, our highest-trafficked web property.

These short-form news stories from our editorial staff provide an in-the-trenches perspective on breaking news, industry trends, and co-op life.

BONUS! Advertise on Cooperative.com, and you'll be included in at least one of the site's weekly e-newsletters each month.

(See inside of this brochure for sizes.)

18,800+⁽¹⁾
MONTHLY
USERS

+ 60,000+
E-NEWSLETTER
RECIPIENTS

92,000+⁽¹⁾
MONTHLY PAGE VIEWS

- Banners will run on the home page and news section
- Stats provided above are for the home page only
- Advertisers receive 1/6 share voice

¹ Google Analytics, January-June 2016

WHO READS COOPERATIVE.COM AND REMAGAZINE.COOP?

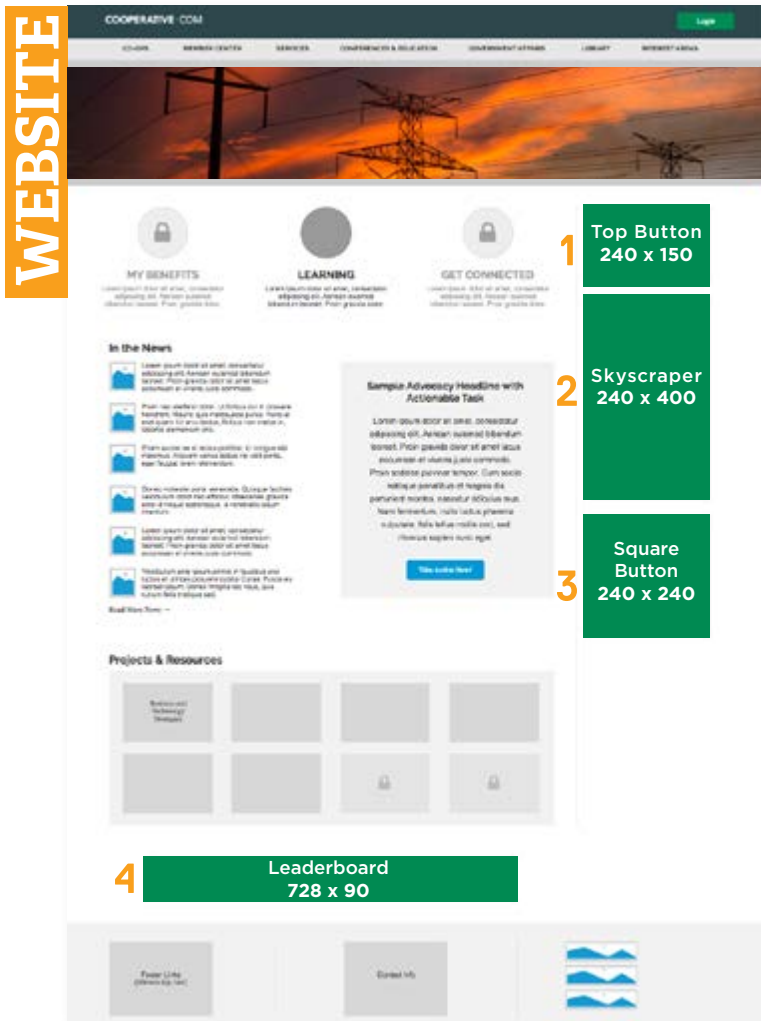
- CEOs/General Managers
- Engineering and Operations Managers
- Member-Elected Directors
- Marketing and Communications Staff
- Attorneys and Other Key Staff
- Linemen

CONNECTING with AMERICA'S ELECTRIC COOPERATIVES

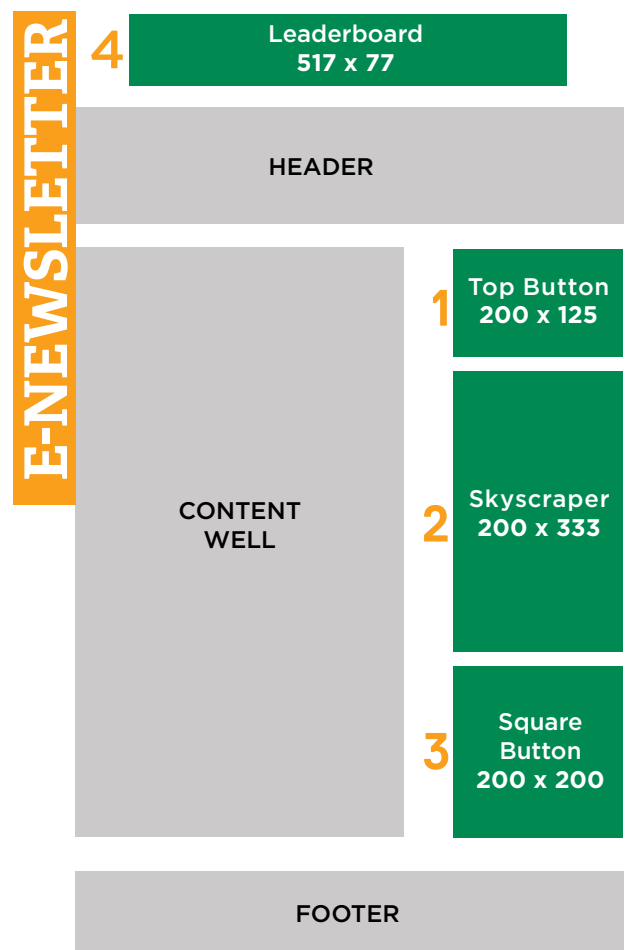


| Banner Place | Banner Position | Ad Rate* | Website Size** | E-Newsletter Size** |
|--------------|-----------------|---------------|-------------------|---------------------|
| 1 | Top Button | \$2,200/month | 240 x 150 | 200 x 125 |
| 2 | Skyscraper | \$2,400/month | 240 x 400 | 200 x 333 |
| 3 | Square Button | \$1,800/month | 240 x 240 | 200 x 200 |
| 4 | Leaderboard | \$1,500/month | 728 x 90 (bottom) | 517 x 77 (top) |

Maximum file size: 35 kb | Please submit both website and e-newsletter ad sizes



WEBSITE



E-NEWSLETTER

ON BOTH SITES:

- All rates quoted as net
- Accepted files: jpg, png, gif
- Make sure your file has no spaces or special characters in the name. Replace spaces with an underscore: _

| Ad Place see below | Banner Position Header | Price | Dimensions |
|-----------------------|---------------------------|---------------|--------------|
| 1* | Medium Rectangle | \$2,100/month | 300 x 250 px |
| 2* | Skyscraper | \$2,000/month | 160 x 600 px |
| 3* | Wide Skyscraper | \$2,200/month | 300 x 600 px |
| 4* | In-Line Leaderboard | \$1,800/month | 728 x 90 px |

*Examples of ads 1-4 appear on the last page of this insert.

Maximum file size: 512 kb

AD SPECIFICATIONS:

Header [1164 x 500 px]

- The top 1164 x 100px of the ad will be shown above the fold. On hover, the bottom 1164 x 400px of the ad will be shown.
- Please also submit the following sizes for mobile display: 1024 x 440px, 768 x 330px, 480 x 206px, and 320 x 137px



- Do NOT hard code your links into banner ads. Please email your ad file along with the destination URL to your account manager.

| Ad Place | Banner Position | Price | Dimensions |
|-------------------|---------------------|---------------|---------------|
| see previous page | Header | \$2,500/month | 1164 x 500 px |
| 1 | Medium Rectangle | \$2,100/month | 300 x 250 px |
| 2 | Skyscraper | \$2,000/month | 160 x 600 px |
| 3 | Wide Skyscraper | \$2,200/month | 300 x 600 px |
| 4 | In-Line Leaderboard | \$1,800/month | 728 x 90 px |

Maximum file size: 512 kb

WEBSITE

1 Medium Rectangle 300 x 250

4 In-Line Leaderboard 728 x 90

2 Skyscraper 160 x 600

3 Wide Skyscraper 300 x 600

E-NEWSLETTER

400x90 px

400x90 px

400x90 px