



ACCESS.  
ENGAGEMENT.  
RESULTS.

2019 Media Kit

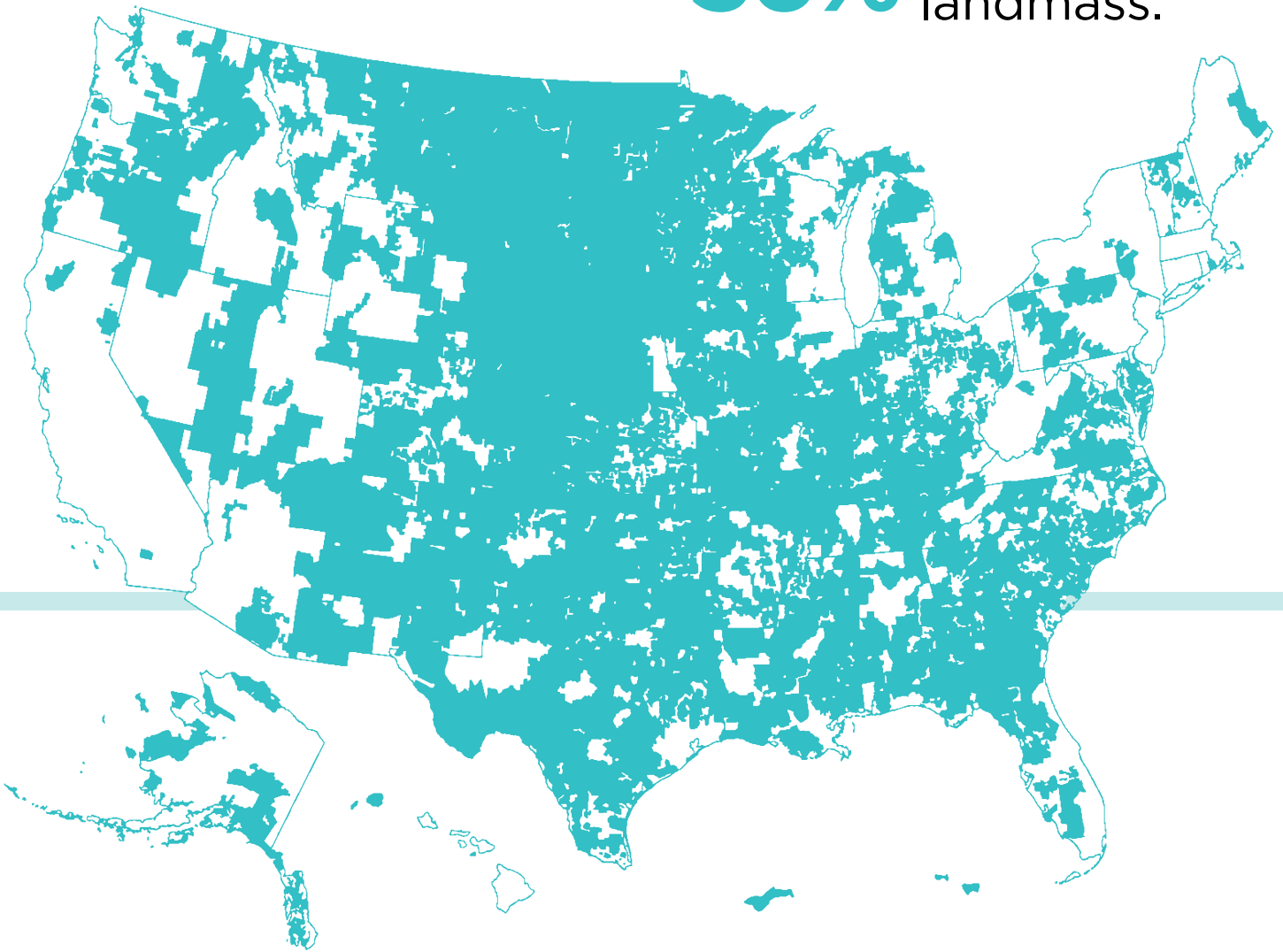
# ENGAGE WITH ELECTRIC COOPERATIVES,

and you'll understand the true meaning of a valuable relationship. Your products, services, and expertise will be deployed by local, member-owned energy and technology providers whose paramount mission is to enrich their communities with safe, reliable, affordable power. The market you'll enter includes some of the most innovative, thoughtful, and forward-looking leaders in the entire energy sector. Electric cooperatives 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. The electric industry is in the midst of a technological revolution, and electric cooperatives are managing unprecedented change. Now is the time to engage.

**833** distribution and **62** generation  
and transmission cooperatives...

...power

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



# 833 distribution and 62 generation and transmission cooperatives...

...own and maintain

**42%** [2.6 million miles]

of U.S. electric distribution lines.

...power more than

**19 million**

businesses, homes, schools and farms.

...serve

**42 million**

people **88%** of U.S. across counties.

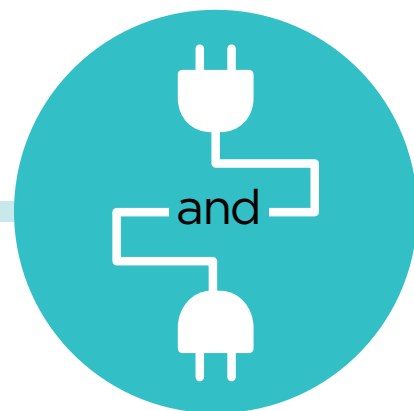
...own **\$183 billion** in assets.



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



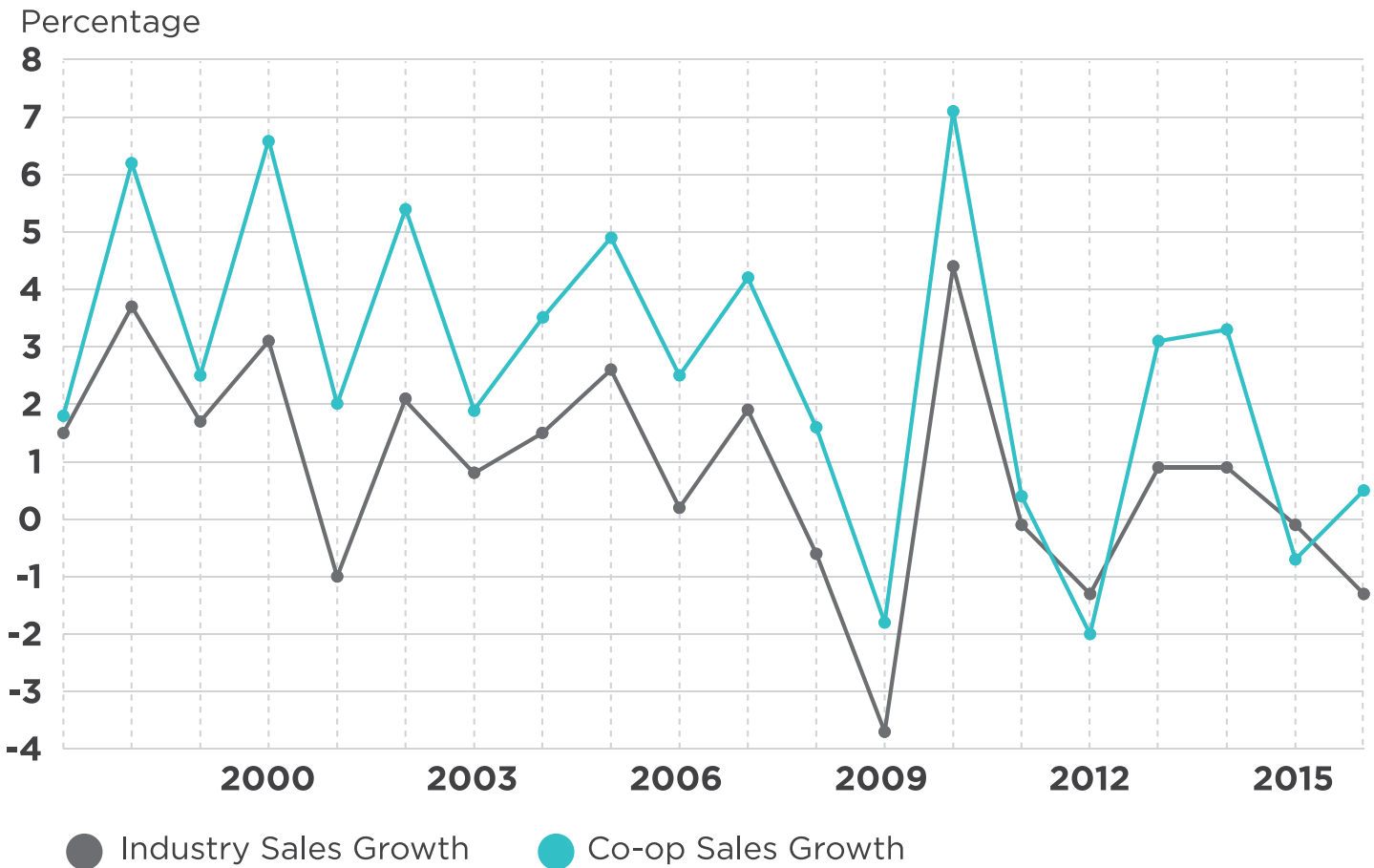
...generate **5%** of total U.S. electricity.



...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

A black and white photograph of a woman with curly hair, smiling and looking towards the camera. She is wearing a dark blazer over a light-colored button-down shirt. Her hands are clasped in front of her. The background is slightly blurred, showing what appears to be an office or business environment with large windows.

# 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 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 allows us to bring the latest advancements and technologies to our electric cooperatives.

# ASSOCIATE MEMBERSHIP

NRECA's Associate Membership program 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 offers three levels of Associate Membership: Silver, Gold and Platinum. Each level builds on the others, providing more opportunities for networking with NRECA members and more ways to enhance your marketing and brand awareness.

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

# 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.

NRECA offers plug and play, branding and exposure packages for all of our audiences.

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

## CEO Close-Up Conference

January 9-12, 2019 | Marco Island, FL  
Approx. 500 Attendees  
74% CEO, General Manager  
26% Other Co-op Executive Staff

## Annual Meeting

March 7-13, 2019 | Orlando, FL  
Approx. 4,500 Attendees  
62% Board of Directors  
24% Other Co-op Executive and Management Level Staff  
14% CEO, General Manager

## TechAdvantage Conference

March 10-13, 2019 | Orlando, FL  
Approx. 900 Attendees  
52% Engineering and Operations Staff  
23% Information Technology Staff  
10% Supply Chain Management Staff  
15% Other Co-op Staff

## Directors Conference

February 9-12, 2019 | San Antonio, TX  
Approx. 650 Attendees  
95% Board of Directors  
5% Other Co-op Staff

## Safety Leadership Summit\*

Atlanta, GA | 2020  
Approx. 650 Attendees  
37% Executive and Management Level Operations and Safety Staff  
34% Line Foremen and Technicians  
29% Loss Control and Risk Management Staff

## CONNECT Conference

May 7-9, 2019 | Houston, TX  
Approx. 500 Attendees  
65% Marketing and Communications Staff  
23% Member Services Staff  
12% Other Communications Staff

## INTERACT

July 8-10, 2019 | Austin, TX  
August 19-21, 2019 | San Francisco, CA  
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 4-7, 2019 | Denver, CO  
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 4-6, 2019 | Buffalo, NY  
Regions 5&6 | September 10-12, 2019 | Milwaukee, WI  
Regions 7&9 | September 24-26, 2019 | Spokane, WA  
Regions 2&3 | October 8-10, 2019 | Louisville, KY  
Regions 8&10 | October 23-25, 2019 | San Antonio, TX  
Attendees range from 700-1,200 per location  
70% Board of Directors  
30% Other Co-op Staff

## PowerUp Conference

September 23-25, 2019 | Salt Lake City, UT  
Approx. 300 Attendees  
76% Administrative Staff  
24% Other Co-op Staff

*\*Safety Leadership Summit is held on an 18-month schedule*



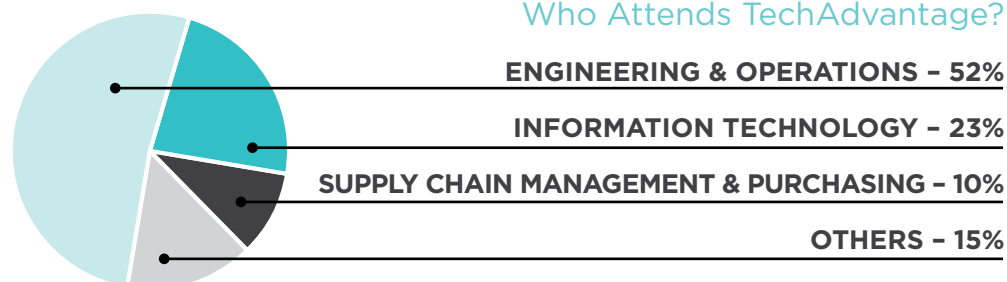
# TECHADVANTAGE®

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

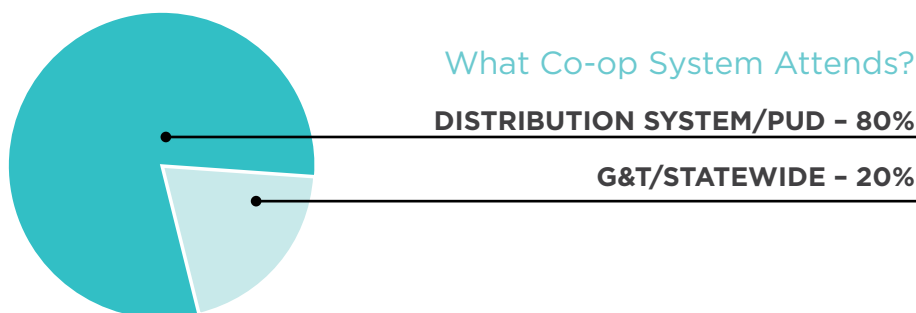
TechAdvantage is the only event of its kind bringing together more than 900 electric cooperative engineering, operations, energy services and IT professionals looking for the hottest innovations. Plus more than 5,000 co-op leaders attending NRECA's Annual Meeting converge on the expo hall for the latest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



### What Co-op System Attends?



## QUICK REFERENCE

### EXHIBIT COST

**Minimum Booth Size:** 10' x 10' = 100' square feet.

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

The exhibit rental cost includes pipe and drape and a sign containing the name of your company hung on the back wall drape. You will need to ship or rent carpet and any furniture or display materials that you would like in your booth.

### FACILITY LOCATION

TechAdvantage® 2019; Location - Orlando, FL Expo will be held in the Orange County Convention Center (Hall A&B)

### BOOTH RESERVATION

Payment must accompany the application. Applications will not be processed or assigned exhibit space without the required payment. Read the Terms and Conditions printed on the back of the Exhibit Space Application for complete details.

#### Online:

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

#### Mail:

Print and mail your application with credit card information in the payment section, or a check, or a money order to:

NRECA TechAdvantage® 2019 Expo  
P.O. Box 758777  
Baltimore, MD 21275-8777

*(Make a copy of the application for your records)*

# 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.

Our print and digital platforms provide the audience you want and deliver an efficient return on investment for your marketing dollars.

**20K+**

*RE Magazine*  
print subscribers

**91K+**

cooperative.com  
e-newsletter  
recipients

**18K+**

*RE Magazine*  
e-newsletter  
recipients

Unrivaled Reach.  
Leadership Audience.  
Powerful Platforms.

# RE MAGAZINE — PRINT ADVERTISING

This media brand has been an industry standout in showcasing co-op stories and best practices. Since 1942, *RE (Rural Electric) 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 or every issue<sup>1</sup>

**76%** read most or all 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>

## Subscriber Reach

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

**20,000** Pass-Along Readership<sup>3</sup>

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

<sup>2</sup> BPA Brand Report, June 2018

<sup>3</sup> Baxter Research study, June 2018  
Readership based on mean pass-along rate (1.00)

## Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,997
Engineering & Operations	6,290
Consumer Member Services	1,503
Finance	1,238
GM/CEO	991
Legal	690
Communications	592
Administrative Management	547
IT	467
Purchasing	363
HR	224
Marketing	177
Government Affairs	29

Source: BPA statement, June 2018

## Key Job Functions



**6,290**  
Engineering & Operations



**991**  
GM/CEO



**363**  
Purchasing

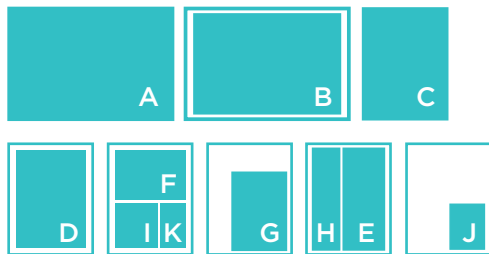
# 2019 EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY
	CEO Close-Up Conference	TechAdvantage			Buyer's Guide
RESERVATION DEADLINE	11/30/18	01/02/19	01/24/19	02/22/19	03/25/19
AD MATERIAL DEADLINE	12/06/18	01/04/19	02/01/19	03/01/19	04/01/19
FEATURE ARTICLES	<b>Cover:</b> Co-ops and Community Revitalization <b>Feature:</b> Green Power EMC Profile <b>Co-op Tech:</b> Superhydrophobics	<b>Cover:</b> Energy Storage/Beneficial Electrification <b>Feature:</b> NRECA Annual Meeting & TechAdvantage Conference Preview <b>Co-op Tech:</b> Arc Flash	<b>Cover:</b> A Day in the Life: Co-op Linewoman <b>Feature:</b> TBD <b>Co-op Tech:</b> Solar Storms	<b>Cover:</b> Endangered Species Act <b>Feature:</b> How Do You Rate? <b>Co-op Tech:</b> Geospatial Systems	<b>Cover:</b> Broadband - Social/Economic Impacts <b>Feature:</b> Zero Net Energy <b>Co-op Tech:</b> Artificial Intelligence
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/18	Co-op Case Study Submissions Due: 10/01/18	Co-op Case Study Submissions Due: 11/01/18	Co-op Case Study Submissions Due: 12/01/18	Co-op Case Study Submissions Due: 01/01/19
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/18	Product or Service Releases Due: 12/01/18	Product or Service Releases Due: 01/01/19	Product or Service Releases Due: 02/01/19	Product or Service Releases Due: 03/01/19
SPECIAL SUPPLEMENTS		<b>Special Feature:</b> 77th NRECA ANNUAL MEETING and TECHADVANTAGE® 2019 CONFERENCE & EXPO "The Official" Preview Guide w/ Exhibitor List	<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research		<b>2019 RE Magazine BUYER'S GUIDE:</b> The Purchasing Source For Electric Cooperatives! <i>View Online Buyer's Guide: <a href="http://rebuyersguide.nreca.coop/">rebuyersguide.nreca.coop/</a></i>
ADDITIONAL DISTRIBUTION	<b>NRECA CEO Close-Up Conference</b> Jan 9-12, 2019 Marco Island, FL  <b>DistributeCH 2019</b> Feb 5-7, 2019 New Orleans, LA	<b>NRECA Directors Conference 2019</b> Feb 9-12, 2019 San Antonio, TX  <b>NET2019 (NRECA Touchstone Energy® New &amp; Emerging Technologies Conference)</b> Feb 11-13, 2019 San Diego, CA  <b>NRECA Annual Meeting &amp; TechAdvantage® 2019 Conference &amp; Expo</b> Mar 7-14, 2019 Orlando, FL <a href="http://techadvantage.org">techadvantage.org</a>			<b>NRECA &amp; Touchstone Energy® CONNECT 2019 Conference</b> May 7-9, 2019 Houston, TX  <b>AWEA WINDPOWER 2019</b> May 20-23, 2019 Houston, TX  <b>2019 FIBER CONNECT</b> June 3-5, 2019 Orlando, FL
ESTIMATED MAIL DATE	12/27/18	01/25/19	02/25/19	03/25/19	04/24/19

# 2019 EDITORIAL CALENDAR *(cont'd)*

JUNE	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
04/25/19	05/23/19	06/24/19	07/25/19	08/23/19	09/25/19	10/24/19
05/01/19	05/31/19	06/28/19	08/02/19	08/30/19	10/01/19	11/04/19
Cover: New CEO Challenges Feature: Grid Congestion/DER Co-op Tech: Disposing of Old Solar Panels	Cover: Big Co-op; Small Co-op Feature: ITC Update Co-op Tech: When to Upgrade Software Systems	Cover: Co-op Innovation — Working with the National Labs Feature: Opioids and Rural Areas Co-op Tech: Data Analytics and System Monitoring	Cover: Serving Native American Nations Feature: Cybersecurity Co-op Tech: Multispeak* and CVR	Cover: Safety Feature: KIUC Profile Co-op Tech: Microgrids	Cover: International Volunteers Over the Years Feature: Bandera Liberia Solar Project Co-op Tech: WQC	Extended Cover Story: Trends Feature: Co-ops Working with Environmental Groups
Co-op Case Study Submissions Due: 02/01/19	Co-op Case Study Submissions Due: 03/01/19	Co-op Case Study Submissions Due: 04/01/19	Co-op Case Study Submissions Due: 05/01/19	Co-op Case Study Submissions Due: 06/01/19	Co-op Case Study Submissions Due: 07/01/19	Co-op Case Study Submissions Due: 08/01/19
Product or Service Releases Due: 04/01/19	Product or Service Releases Due: 05/01/19	Product or Service Releases Due: 06/01/19	Product or Service Releases Due: 07/01/19	Product or Service Releases Due: 08/01/19	Product or Service Releases Due: 09/01/19	Product or Service Releases Due: 10/01/19
Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	2019 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, & Affiliate Members)	Special Insert: Broadband	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
AREGC (Association of Rural Electric Generation Co-ops) Dates and Location TBD	INTERACT (NRECA HR Conference) July 8-10, 2019 Austin, TX	NRECA Tax, Finance & Accounting Conference for Cooperatives August 4-7, 2019 Denver, CO INTERACT (NRECA HR Conference) Aug 19-21 San Francisco, CA NRECA Regional Meeting 1&4 Sept 4-6, 2019 Buffalo, NY	NRECA Regional Meeting 5&6 Sept 10-12, 2019 Milwaukee, WI NRECA PowerUp Conference (Executive Admin.) Sept. 23-25, 2019 Salt Lake City, UT Solar Power Int'l 2019 Sept. 23-26, 2019 Salt Lake City, UT NRECA Regional Meeting 7&9 Sept 24-26, 2019 Spokane, WA	ICUEE "The DEMO Expo" October 1-3, 2019 Louisville, KY NRECA Regional Meeting 2&3 Oct 8-10, 2019 Louisville, KY NRECA Regional Meeting 8&10 Oct 23-25, 2019 San Antonio, TX		
05/23/19	06/24/19	07/24/19	08/26/19	09/23/19	10/22/19	11/26/19

# 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	\$8,240	\$7,700	\$7,345
<b>B</b>	Two-Page Spread Non-Bleed	\$8,240	\$7,700	\$7,345
<b>C</b>	Full Page w/Bleed	\$4,120	\$3,850	\$3,670
<b>D</b>	Full Page Non-Bleed	\$4,120	\$3,850	\$3,670
<b>E</b>	Two-Thirds Page	\$3,280	\$3,100	\$2,940
<b>F</b>	One-Half Page Horizontal	\$2,580	\$2,450	\$2,325
<b>G</b>	One-Half Page Island	\$2,580	\$2,450	\$2,325
<b>H</b>	One-Third Page Vertical	\$1,885	\$1,825	\$1,700
<b>I</b>	One-Third Page Square	\$1,885	\$1,825	\$1,700
<b>J</b>	One-Quarter Page	\$1,640	\$1,525	\$1,480
<b>K</b>	One-Sixth Page	\$1,000	\$935	\$905
<b>C</b>	Cover 2	\$5,210	\$4,975	\$4,715
<b>C</b>	Cover 3	\$5,160	\$4,910	\$4,660
<b>C</b>	Cover 4	\$5,990	\$5,740	\$5,465
	Cover Gatefold	\$18,940	\$17,825	\$16,715

## 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

## SERVICES THAT BOOST YOUR AD VALUE:

- Complimentary quarterly advertising study
- Free product or service releases in marketplace section
- Bonus distribution at industry events
- A National Account Manager to help you build a customized strategy

## COLOR:

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

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

# PRINT ADVERTISING RATES *(cont'd)*

## 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.

### **#GOCOOP**

A monthly opinion column by co-op expert Adam Schwartz aimed at helping electric cooperatives embrace future challenges.

## 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 release 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:



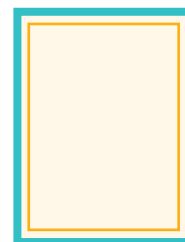
	DISPLAY ADVERTISING INTERIOR PAGE POSITIONS	TRIM SIZE	LIVE AREA
A	Two-Page Spread w/Bleed	16.125 × 10.875	15.875 × 10.625
B	Two-Page Spread Non-Bleed	16.25 × 10.875	15 × 10
C	Full Page w/Bleed	8.125 × 10.875	7.875 × 10.625
D	Full Page Non-Bleed	8.125 × 10.875	7 × 10
E	Two-Thirds Page	4.375 × 9.375	
F	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?

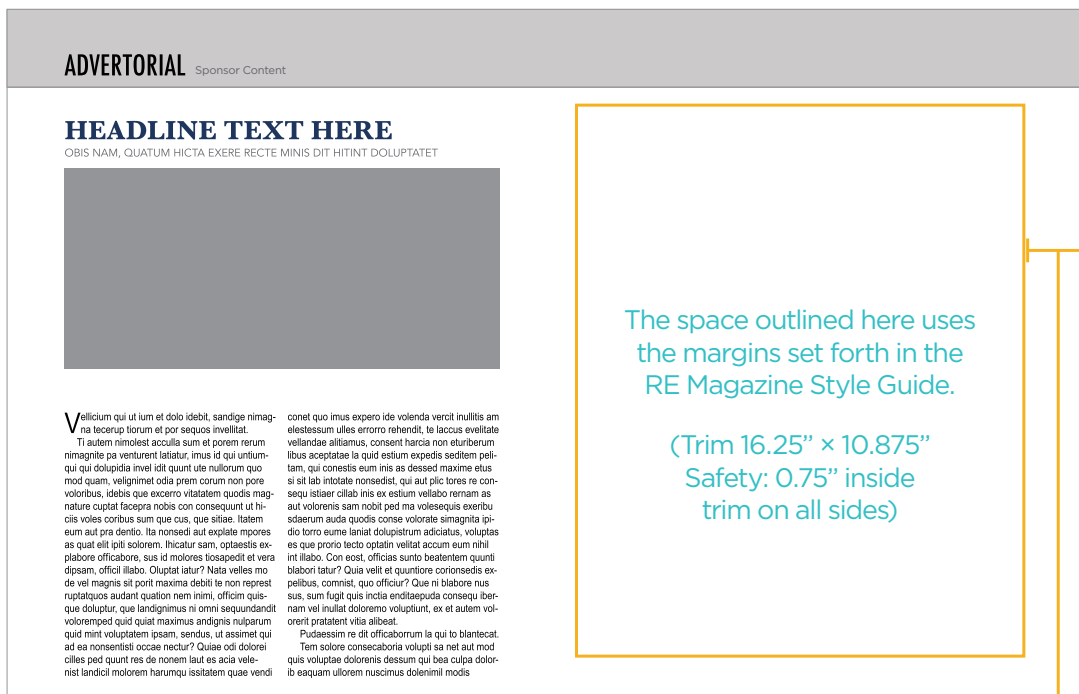
Advertorials are advertising/editorial hybrids. They look similar to a multi-page magazine article, but are written by the advertiser and contain information about a company or its products. Usually written in a journalistic or white paper style and supported with photos and graphics, advertorials engage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



0.75" Margin

# SPONSOR CONTENT *(cont'd)*

## Pricing:

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

## Reservation Deadline:

**January issue:** Monday, November 5, 2018  
**February issue:** Wednesday, December 12, 2018  
**March issue:** Thursday, January 3, 2019  
**April issue:** Friday, February 1, 2019  
**May issue:** Monday, March 4, 2019  
**June issue:** Thursday, April 4, 2019  
**July issue:** Thursday, May 2, 2019  
**August issue:** Monday, June 3, 2019  
**September issue:** Wednesday, July 3, 2019  
**October issue:** Friday, August 2, 2019  
**November issue:** Wednesday, September 4, 2019  
**December issue:** Thursday, October 3, 2019  
**January 2019 issue:** Friday, November 1, 2019

## Word Document with Final Copy Due:

**January issue:** Monday, November 12, 2018  
**February issue:** Wednesday, December 19, 2018  
**March issue:** Thursday, January 10, 2019  
**April issue:** Friday, February 8, 2019  
**May issue:** Monday, March 11, 2019  
**June issue:** Thursday, April 11, 2019  
**July issue:** Thursday, May 9, 2019  
**August issue:** Monday, June 10, 2019  
**September issue:** Thursday, July 11, 2019  
**October issue:** Friday, August 9, 2019  
**November issue:** Wednesday, September 11, 2019  
**December issue:** Thursday, October 10, 2019  
**January 2019 issue:** Friday, November 8, 2019

## 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:** Monday, November 19, 2018  
**February issue:** Wednesday, December 26, 2018  
**March issue:** Thursday, January 17, 2019  
**April issue:** Friday, February 15, 2019  
**May issue:** Monday, March 18, 2019  
**June issue:** Thursday, April 18, 2019  
**July issue:** Thursday, May 16, 2019  
**August issue:** Monday, June 17, 2019  
**September issue:** Thursday, July 18, 2019  
**October issue:** Friday, August 16, 2019  
**November issue:** Wednesday, September 18, 2019  
**December issue:** Thursday, October 17, 2019  
**January 2019 issue:** Friday, November 15, 2019

*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.*

# 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, 2019 to be included in the print edition.

## PLANS & PRICING (12 MONTHS)

### Member: Free

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#### 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\*

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#### 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

### A La Carte Listing Upgrade:

Company Logo in Print Edition — \$200

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

# 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

**28,600** monthly users

**186,000+** monthly pageviews

**91,000+** e-newsletter recipients

*Google Analytics, January-July 2018*

### 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
Skyscraper	240 × 400 px	\$2,400/month	200 × 333 px
Square Button	240 × 240 px	\$2,200/month	200 × 200 px
Leaderboard	728 × 90 px	\$2,000/month	517 × 77 px
3D Cube*	175 × 175 px (6)	\$2,400/month	200 × 200 px

*\*Rich media opportunity.  
Click tags are no longer accepted.*

### E-newsletter Advertising

AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 × 125 px	\$1,000/week
Square Button	200 × 200 px	\$1,300/week

# RE MAGAZINE DIGITAL ADVERTISING

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.

## Digital Audience

**8,000+** monthly users

**20,000+** monthly pageviews

**18,000+** e-newsletter recipients

*Google Analytics, January-July 2018*

## Display Advertising

- All rates quoted are net.
- Banner ads appear on the homepage, story pages and photo contest.
- Display ads appear on desktop, tablet, and mobile devices.
- Advertisers on the *RE Magazine* website are automatically included in at least one weekly e-newsletter.

AD TYPE	WEBSITE AD SIZE	RATE	BONUS! NEWSLETTER AD SIZE
Square Button	240 × 240 px	\$1,800/month	200 × 200 px
Skyscraper	240 × 400 px	\$2,000/month	200 × 333 px
3D Cube*	175 × 175 px	\$1,800/month	200 × 200 px
Leaderboard	728 × 90 px	\$1,500/month	517 × 77 px

*\* Rich media opportunity.*

*Click tags are no longer accepted.*

Visit our newly redesigned [REmagazine.coop](http://REmagazine.coop) website to see ad placements.

# DIGITAL ADVERTISING INSTRUCTIONS

## Submission Instructions:

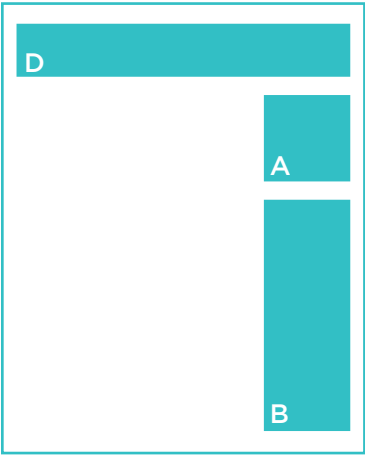
- Accepted files: jpg, png, gif.
- No click tags will be accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore: \_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter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

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

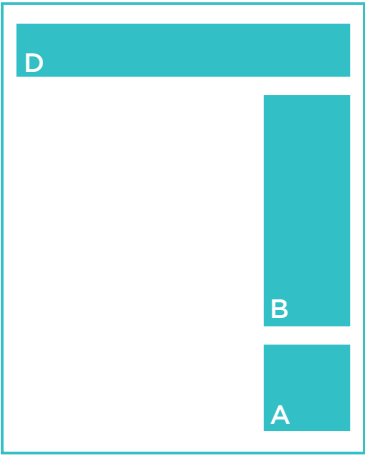
## Website E-Newsletter Specs:

	AD TYPE	WEBSITE AD SIZE	BONUS! NEWSLETTER AD SIZE
A	Square Button	240 × 240 px	200 × 200 px
B	Skyscraper	240 × 400 px	200 × 333 px
C	3D Cube*	175 × 175 px (6)	200 × 200 px
D	Leaderboard	728 × 90 px	517 × 77 px

## RE Magazine Newsletter



## cooperative.com Newsletter



# 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



**Andrea Pankoff**  
(303) 919-0727  
apankoff@remagazine.org

## Sponsorships



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

