

2016 RATE CARD

ECT.COOP

The premiere online news source for a powerful online market.



Who Reads ECT.coop?

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

BONUS! Free E-Newsletter

Keep track of your ad's ROI with weekly reports on impressions and click-thrus. Plus, as an advertiser, you are included in ECT.coop's weekly e-newsletter to more than 43,000 electric cooperative utility employees—which can double your click-thru rate!

“Team Fishel is proud to advertise on ECT.coop year after year. The ECT.coop online advertising has proven to be an effective tool in building our brand and giving us a greater visibility within the co-op nation. Over the last 6 months, we have had 43,000 impressions and 71 click-thru’s from the ECT.Coop online advertising to our website, leading to new opportunities to serve the co-ops and build long-lasting relationships.”

**Rick Keeler, Director of Marketing
Team Fishel**

Published by the National Rural Electric Cooperative Association, ECT.coop is the premier website dedicated to news coverage of the electric cooperative industry. ECT.coop provides co-op leaders, key staffers and policymakers with breaking news and comprehensive industry coverage, from power supply and technology to politics and natural disasters.

SITE STATISTICS¹

23,000
MONTHLY
USERS

33,500+
VISITS

60,000+
PAGE VIEWS

+ 43,000+
E-NEWSLETTER
RECIPIENTS

¹Google Analytics, July 2015

²NRECA Market Research Services, 2012

AUDIENCE DEMOGRAPHICS²

- Sixty percent of CEOs cite ECT.coop as their No. 1 source for online industry information.
- Forty-four percent of CEOs and 45 percent of staff visit news and magazine websites daily.
- When seeking information for their job, CEOs refer to online sources 56 percent of the time; staff refer to online sources 54 percent of the time.



The screenshot shows the ECT.coop website homepage. At the top, there's a navigation bar with links like 'Electric Co-op Today', '2015 Annual Meeting', and 'Contact Us'. Below that, there's a search bar and a 'Search sponsored by' section. The main content area features several articles, including 'Fla. Plant, Town at Risk from EPA' and 'Buyer Beware on Solar Sales Pitches'. There are also sections for 'Latest Headlines', 'EDITOR'S PICK, RENEWABLE ENERGY', and 'POWER PLANTS, TOP STORY'. At the bottom, there's a 'You'll also want to read...' section with small article thumbnails and an advertisement for 'THE ONLINE BUYER'S GUIDE'.

The screenshot shows the ECT.coop e-newsletter layout. It features a header with the ECT.coop logo and the date 'October 14, 2015'. The main content area includes sections for 'Top Story', 'On the Docket', 'Recovery', 'How to Help S.C. Flood Victims', 'NAD', 'Co-ops Help Pursue the Future of Coal', and 'Renewable Energy'. Four specific ad positions are highlighted with green boxes and numbered 1 through 4. Position 1 is a 'Top Button' (200 x 125), Position 2 is a 'Skyscraper' (200 x 333), Position 3 is a 'Square Button' (200 x 200), and Position 4 is a 'Leaderboard' (517 x 77).

Banner Place	Banner Position	ECT Ad Rate*	ECT Website Size**	ECT E-Newsletter Size**
1	Top Button	\$1,600/month	240 x 150	200 x 125
2	Skyscraper	\$1,800/month	240 x 400	200 x 333
3	Square Button	\$1,300/month	240 x 240	200 x 200
4	Leaderboard	\$1,100/month	728 x 90 (bottom)	517 x 77 (top)

*A minimum 3-month commitment is required. Each ad space accommodates up to 6 rotating ads.
 **All rates quoted as net.
 **ECT e-newsletter is a weekly blast.
 **All artwork MUST be submitted with BOTH web and e-newsletter sizes if applicable.
 **Ad file formats and guidelines: www.ECT.coop/advertisers

CONTACT

Danielle Burton
 301.829.6333
 dburton@remagazine.org

Julie Cook
 410.729.4140
 jcook@remagazine.org

Sarah Burton
 860.459.7215
 sburton@remagazine.org

