

# COOPERATIVE.COM

Formerly hosted on *ECT.coop*, much of our daily news content now resides on NRECA's member site, *Cooperative.com*, our highest-traffic 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.

**77,000+<sup>(1)</sup>**  
Monthly Users



**80,000+**  
E-Newsletter  
Recipients



**216,000+<sup>(1)</sup>**  
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 2017

#### 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

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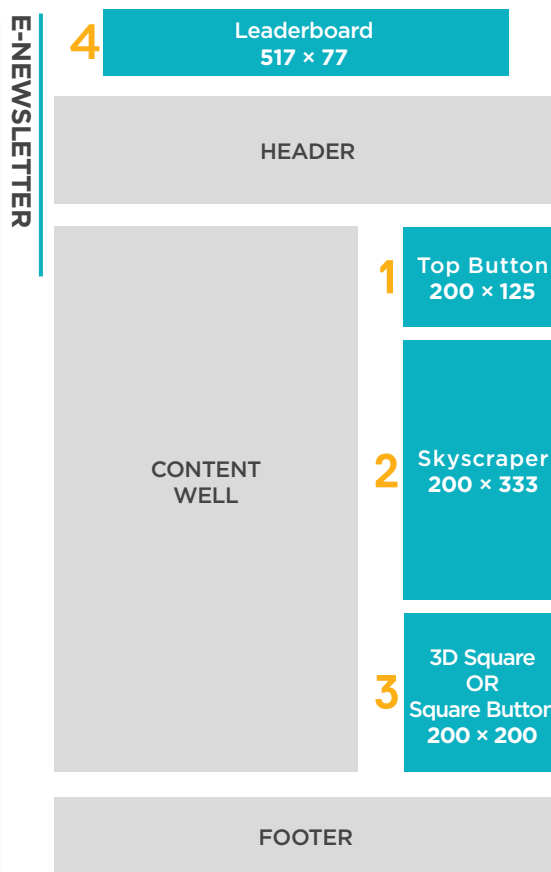
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CONNECTING WITH AMERICA'S  
ELECTRIC COOPERATIVES



Banner Place	Banner Position	Ad Rate*	Website Size**	E-Newsletter Size**
1	Top Button	\$2,200/month	240 × 150	200 × 125
2	Skyscraper	\$2,400/month	240 × 400	200 × 333
3	3D Square Cube	\$2,100/month	240 × 240 (6)	200 × 200
3	Square Button	\$1,800/month	240 × 240	200 × 200
4	Leaderboard	\$1,500/month	728 × 90 (bottom)	517 × 77 (top)



- All Ad Placements:
- 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: \_

**3D SQUARE CUBE**

See a live example at [Cooperative.com](http://Cooperative.com)

### 3D SQUARE CUBE

- Six 240 × 240 buttons and a single URL to go with the six buttons
- Optional
  - A logo (jpg or gif) that will run 50% of the width of the ad
  - A separate URL can be submitted to run with the logo
  - Up to six captions can be submitted to run with each of the images
- *No click tags accepted for this position.*

### SQUARE BUTTON

- Single button 240 × 240 and one URL