



DIGITAL ADVERTISING OPPORTUNITIES

Drive engagement with electric cooperative decision-makers by advertising on NRECA's digital properties. As a trusted authority in co-op nation, we deliver business insights and highly relevant content to CEOs, CIOs, engineering, operations, and IT professionals at cooperative utilities across the country. The powerful combination of cooperative.com and REMagazine.coop provide the audience you want and deliver an efficient return on investment for your marketing dollars.



COOPERATIVE.COM

Cooperative.com is NRECA's daily online news website and our highest-trafficked web property. Short-form news stories from our editorial staff provide an in-the-trenches perspective on breaking news, industry trends, and human interest stories from co-op communities across the nation.

49,000
Monthly Users



201,000
Monthly Pageviews

*Google Analytics,
August 2017-January 2018.
Stats provided are for
the home page only.*

Display Advertising

Share of voice is 1/6

Ad Type	Website Ad Size	Rate	Newsletter Ad Size
Skyscraper	240 × 400 px	\$2,400/month	200 × 333 px
Square Button	240 × 240 px	\$2,000/month	200 × 200 px
Leaderboard	728 × 90 px	\$1,900/month	517 × 77 px

Google Analytics, August 2017-January 2018.

Rich Media Opportunities

Ad Type	Ad Size	Rate	Website Ad Size
3D Cube	240 × 240 px (6)	\$2,400/month	200 × 200 px

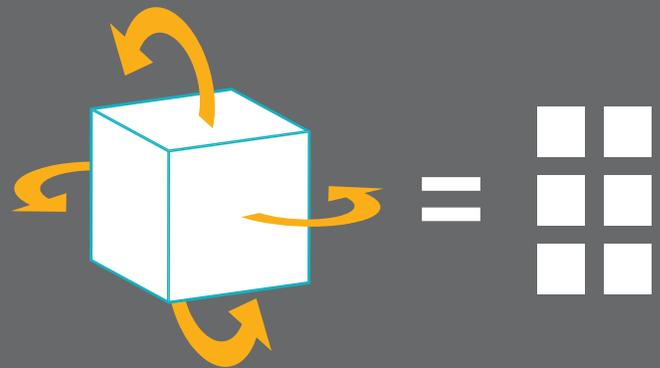
Click tags are not accepted for this position. Share of voice is 1/6.

3D CUBE

Six 240 × 240 px buttons and a single URL to go with the six buttons

Optional

- A logo 200 × 60 px (jpg or gif) that will run 50% of the width of the ad
- Up to six captions can be submitted to run with each of the images (60 characters maximum)



BONUS!

Advertise on cooperative.com, and you'll be included in at least one America's Electric Cooperative (AEC) e-newsletter per month as a free, added value.

Please visit cooperative.com to see live examples of ads. Net rates. Accepted files: jpg, png, gif. Make sure your file has no spaces or special characters in the name. Replace spaces with an underscore. Maximum File Size: 512 kb. Do NOT hard code your links into banner ads. Please email your ad file along with the destination URL to your account manager.



REMagazine.COOP

This media brand is an industry standout in showcasing co-op stories and best practices. It features full-length articles and beautiful photography.

7,600
Monthly Users



31,000
Monthly Pageviews

Google Analytics,
August 2017-January 2018.

Display Advertising

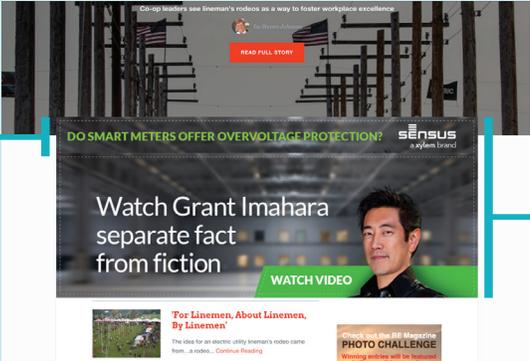
Ad Type	Website Ad Size	Rate	Newsletter Ad Size
Skyscraper	300 × 600 px	\$2,200/month	400 × 90 px
Medium Rectangle	300 × 250 px	\$2,100/month	400 × 90 px
In-Line Leaderboard	728 × 90 px	\$1,800/month	400 × 90 px

Ads appear on homepage and ROS article pages.

Rich Media Opportunities

Ad Type	Website Ad Size	Rate	Newsletter Ad Size
Pushdown	1164 × 500 px	\$2,500/month	400 × 90 px

Pushdown ad appears on the homepage and ROS article pages.



- 1164 x 100 px of the ad will be shown above the fold.
- On hover, the entire 1164 x 500 px of the ad will be shown.
- Click tags are not accepted for this position.

“Best industry-related publication focusing on co-ops. Usually at the front end of research and trends.”
— Co-op General Manager/CEO

Please visit REMagazine.coop to see live examples of ads. Net rates. Accepted files: jpg, png, gif. Make sure your file has no spaces or special characters in the name. Replace spaces with an underscore. Maximum File Size: 512 kb. Do NOT hard code your links into banner ads. Please email your ad file along with the destination URL to your account manager.

BONUS!

Advertise on REMagazine.coop, and you'll be included in at least one e-newsletter per month as a free, added value. The e-newsletter is sent to paid subscribers of *RE Magazine*.

CONNECTING WITH AMERICA'S
ELECTRIC COOPERATIVES

E-NEWSLETTER ADVERTISING

America's Electric Cooperatives (AEC)

The AEC newsletter includes articles from NRECA's member and public facing websites (cooperative.com and electric.coop). This useful source gives cooperative members a snapshot of what is happening in co-op nation on a given week.

70,000+
Subscribers



20.18%
Open Rate



5.59%
CTR

Adestra Newsletter Reporting
(June-Nov, 2017)

Ad Type	Newsletter Size	Rate	Website Ad Size
Top Button	200 x 125 px	\$1,000/week	240 x 150 px
Skyscraper	200 x 333 px	\$1,500/week	240 x 400 px
Square Button	200 x 200 px	\$1,300/week	240 x 240 px

Contact

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BONUS!

Advertise in the America's Electric Cooperatives e-newsletter and receive a FREE banner ad on the cooperative.com news pages