

2020 EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY
	CEO Close-Up Conference	TechAdvantage			Buyer's Guide
RESERVATION DEADLINE	11/22/19	01/02/20	01/24/20	02/24/20	03/24/20
AD MATERIAL DEADLINE	11/29/19	01/06/20	02/03/20	03/02/20	04/03/20
FEATURE ARTICLES	<p>Cover: Leadership Roundtable</p> <p>Feature: Reputation management</p> <p>Co-op Tech: Substation of the future</p>	<p>Cover: Beneficial Electrification League</p> <p>Feature: The reach of statewide magazines</p> <p>Co-op Tech: DC power resurgence</p>	<p>Cover: Smart Communities</p> <p>Feature: Finding new revenue streams</p> <p>Feature: Financial Fragility</p> <p>Co-op Tech: Net metering challenges</p>	<p>Cover: Earth Day - 50th Anniversary</p> <p>Feature: ITC Update</p> <p>Co-op Tech: Distribution automation</p>	<p>Cover: EVs</p> <p>Feature: Going Off-Grid</p> <p>Co-op Tech: Integrated vegetation management</p>
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/19	Co-op Case Study Submissions Due: 10/01/19	Co-op Case Study Submissions Due: 11/01/19	Co-op Case Study Submissions Due: 12/01/19	Co-op Case Study Submissions Due: 01/02/20
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/19	Product or Service Releases Due: 12/01/19	Product or Service Releases Due: 01/02/20	Product or Service Releases Due: 02/01/20	Product or Service Releases Due: 03/01/20
SPECIAL SUPPLEMENTS		<p>Special Feature: 78th NRECA ANNUAL MEETING and TECHADVANTAGE® 2020 EXPERIENCE "The Official" Preview Guide w/ Exhibitor List</p>	<p>Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research</p>	<p>Special Insert: Commitment to Zero Contacts Product Showcase</p>	<p>2020 <i>RE Magazine</i> BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! <i>View Online Buyer's Guide: rebuyersguide.nreca.coop/</i></p>
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	<p>NRECA CEO Close-Up Conference Jan 12-15, 2020 Palm Desert, CA</p> <p>DistribuTECH 2020 Jan 28-30, 2020 San Antonio, TX</p> <p>NET2020 (NRECA Touchstone Energy® New & Emerging Technologies Conference) Feb 3-5, 2020 Amelia Island, FL</p>	<p>78th NRECA Annual Meeting Feb 27-Mar 4, 2020 New Orleans, LA</p> <p>2020 TechAdvantage® Experience Mar 1-4, 2020 New Orleans, LA www.techadvantage.org</p>		<p>NRECA Director's Conference April 4-7, 2020 Kansas City, MO</p> <p>NRECA Safety Leadership Summit Apr 15-17, 2020 Orlando, FL</p> <p>IEEE PES T&D Expo Apr 21-23, 2020 Chicago, IL</p> <p>IEEE Rural Electric Power Confer & Expo April 25-30, 2020 San Antonio, TX</p>	<p>NRECA & Touchstone Energy® CONNECT 2020 Conference May 12-14, 2020 Denver, CO</p> <p>UTC Telecom & May 18-22, 2020 Providence, RI</p>
ESTIMATED MAIL DATE	12/26/19	01/27/20	02/25/20	03/24/20	04/27/20

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
04/24/20	05/22/20	06/24/20	07/24/20	08/24/20	09/24/20	10/23/20
05/04/20	06/01/20	07/02/20	08/03/20	08/31/20	09/30/20	11/02/20
Cover: YAME In Practice Feature: E&T/learning Feature: Pollinators Co-op Tech: T&D Line Constr/Maintenance	Cover: Drones Feature: ACE Rule Update Feature: Grassroots Co-op Tech: Data visualization	Cover: Rising Co-op Stars Feature: N/A Co-op Tech: Pole attachments	Cover: Jim Matheson profile/Q&A Feature: Photo Feature: Friday night lights Co-op Tech: IT/OT cybersecurity	Cover: Injured Worker to Safety Advocate Feature: Emergency preparedness Feature: Finance: Storm reserves Co-op Tech: Ergonomics	Cover: International Programs Feature: International feature Co-op Tech: Storage/renewables	Extended Cover Story: Trends Feature: Holiday feature Coop Tech: Artificial intelligence
Co-op Case Study Submissions Due: 02/01/20	Co-op Case Study Submissions Due: 03/01/20	Co-op Case Study Submissions Due: 04/01/20	Co-op Case Study Submissions Due: 05/01/20	Co-op Case Study Submissions Due: 06/01/20	Co-op Case Study Submissions Due: 07/01/20	Co-op Case Study Submissions Due: 08/01/20
Product or Service Releases Due: 04/01/20	Product or Service Releases Due: 05/01/20	Product or Service Releases Due: 06/01/20	Product or Service Releases Due: 07/01/20	Product or Service Releases Due: 08/01/20	Product or Service Releases Due: 09/01/20	Product or Service Releases Due: 10/01/20
Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research Special Insert: Edu. & Training Opportunities	2020 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, & Affiliate Members)	Special Insert: Broadband Case Studies	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
FiberConnect Jun 1-3, 2020 Nashville, TN		NRECA Tax, Finance & Accounting Conference for Cooperatives Aug 2-5, 2020 Portland, OR NRECA INTERACT Aug 13-17, 2020 Tampa, FL	NRECA Region Meetings 1&4 Sept. 9-11, 2020 Indianapolis, IN NRECA Region Meetings 5&6 Sept. 15-17, 2020 Des Moines, IA NRECA Region Meetings 7&9 Sept. 29-Oct 1, 2020 Omaha, NE	2020 PowerUp Conference Sept. 21-23, 2020 Savannah, GA NRECA Region Meetings 2&3 Oct 12-14, 2020 Hollywood, FL NRECA Region Meetings 8&10 Oct 27-29, 2020 Little Rock, AR		
5/26/2020	06/24/20	07/27/2020	08/26/20	09/23/2020	10/26/2020	11/25/20