

ENGAGE WITH ELECTRIC COOPERATIVES,

and you'll understand the true meaning of partnership. Electric cooperatives are local, member-owned energy and technology providers whose paramount mission is to enrich their communities with safe, reliable, affordable power. They 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. Cooperatives are some of the most innovative, thoughtful and forward-looking leaders in the entire energy sector, and right now, they're managing unprecedented change as the electric industry is in the midst of a technological revolution.

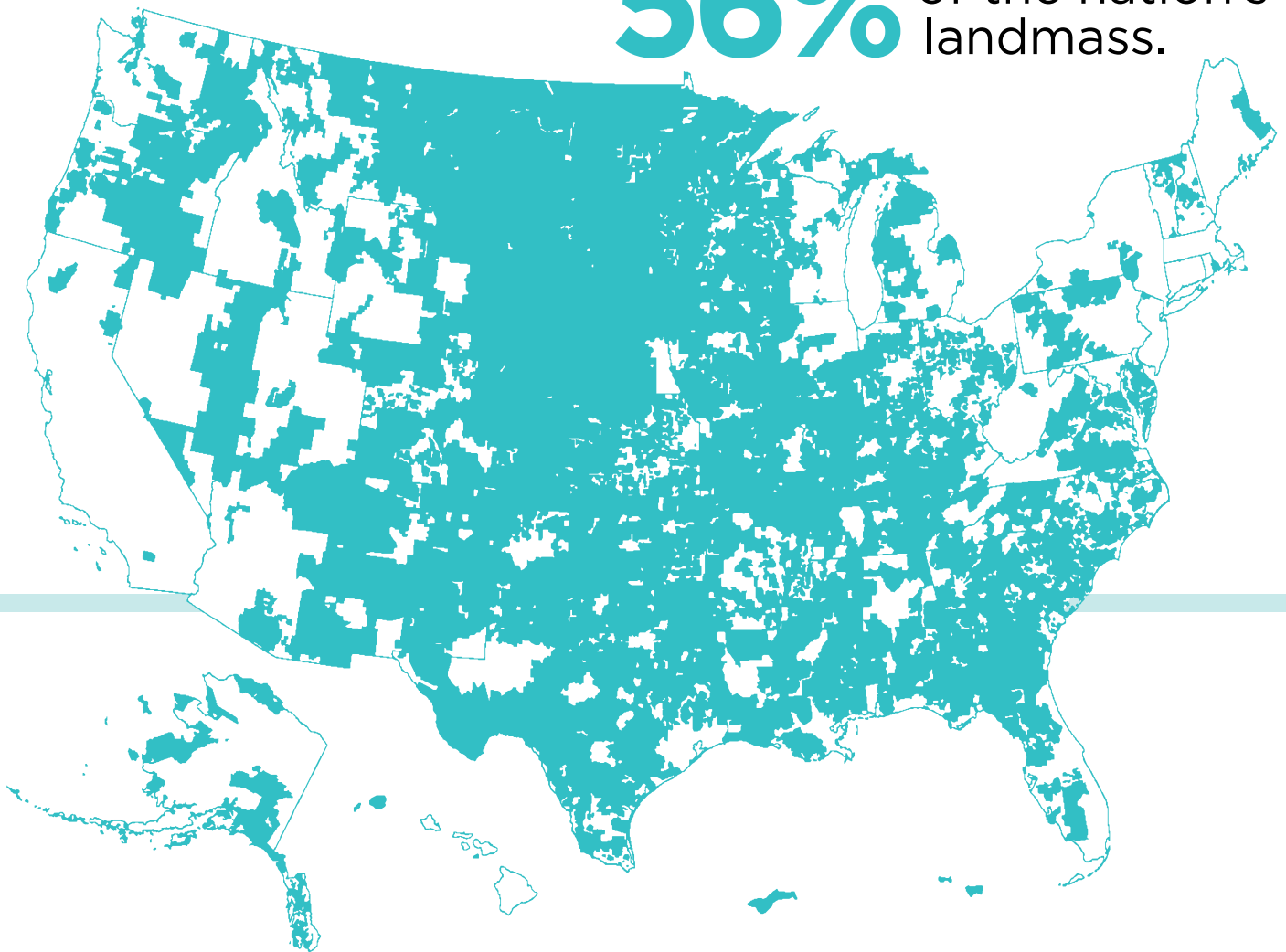
NRECA reaches virtually every electric cooperative in America. By associating your brand with their trusted source of education, information and advocacy, you will become a partner in their journey and have an opportunity to champion their future success.

834 distribution and

62 generation and transmission cooperatives...

...power

56% of the nation's
landmass.



62 generation and transmission cooperatives...

...own and maintain
42% [2.6 million miles]
of U.S. electric
distribution lines.

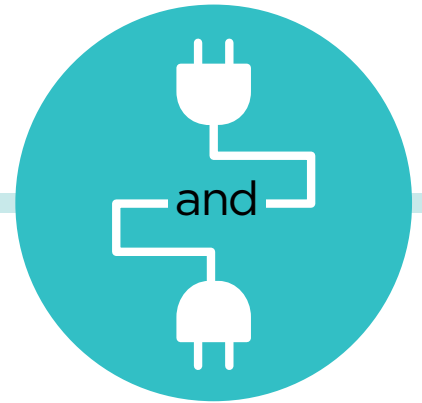
...power more than
20 million
businesses, homes,
schools and farms.

...serve
42 million
people across **88%** of U.S.
counties.

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

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

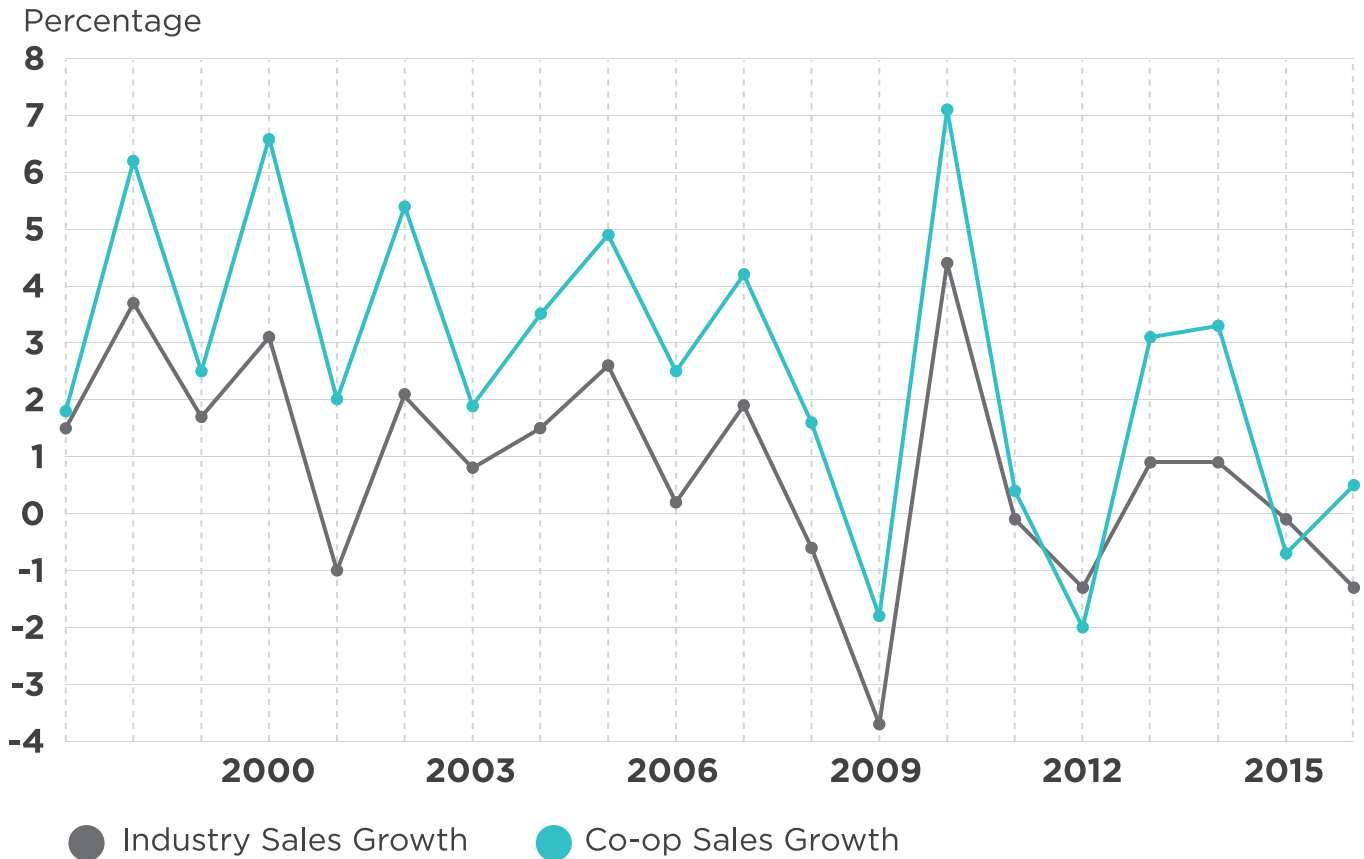
...generate **5%**
of total U.S.
electricity



...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



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 combined 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 bring the latest advancements and technologies to our electric cooperatives.

studio//gettyimages

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.

20K+

RE Magazine
print subscribers

89K+

cooperative.com
e-newsletter
recipients

18K+

RE Magazine
e-newsletter
recipients

Unrivaled Reach.
Leadership Audience.
Powerful Platforms.

RE MAGAZINE — PRINT ADVERTISING

This media brand is an industry standout in showcasing co-op stories and best practices. Since 1942, *RE 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 issues¹

76% read most issues¹

42% participate in purchasing decisions³

Readership Breakdown

92% Distribution Cooperatives, Public Power Districts and Public Utility Districts²

7% Generation and Transmission Cooperatives²

1% Statewide Organizations²

Reach

20,000+ Qualified, Paid Subscribers²

24,000 Pass-Along Readership³

¹NRECA Market Research Services, 2016

²BPA Brand Report, June 2019

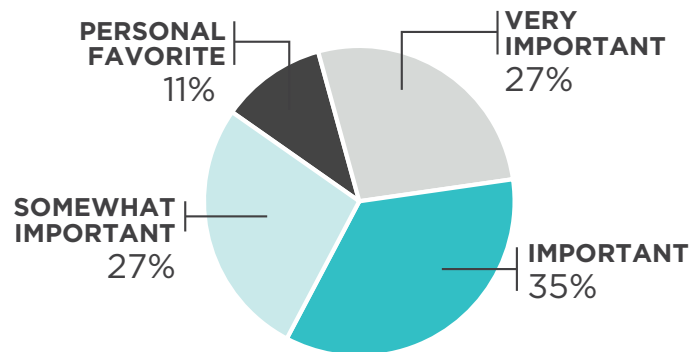
³Baxter Research study, June 2019
Readership based on mean pass-along rate (1.2)

Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,974
Engineering & Operations	6,282
Consumer Member Services	1,357
Finance	1,195
GM/CEO	991
Legal	740
Administrative Management	568
Communications	538
IT	469
Purchasing	352
HR	242
Marketing	230

RE Magazine vs. other trade publications

When asked, "How important is *RE Magazine* among the professional publications you read," respondents replied:



Source: BPA statement, June 2019

RE Magazine Influence and Action

After seeing an ad in *RE Magazine*, respondents reported one or more of the following:

** Preliminary buying behaviors include saving the ad, discussing advertised product or service with colleagues, visiting advertiser's website or contacting a salesperson.*

*** Active buying behaviors include requesting a sample, considering a purchase, recommending or purchasing the advertised product or service.*

ASSOCIATED ADS WITH RESPECTIVE BRANDS

85%

LIKED ONE OR MORE ADS

94%

HAVE IMPROVED OPINION

67%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

74%

ENGAGED IN A PRELIMINARY BUYING BEHAVIOR*

39%

ENGAGED IN AN ACTIVE BUYING BEHAVIOR**

30%

WHAT CO-OPS ARE SAYING ABOUT RE MAGAZINE

“ [I read *RE Magazine* to] keep up with trends, especially rate structures, broadband, renewables and storage.

— Chief Executive Officer,
March 2019 ”

“ [I read *RE Magazine* for] happenings around the cooperative family and new products/stories on how they are used. ”

— Staff Engineer,
December 2018

“ [I read *RE Magazine* to] see advertisers display options of things I do not think of. ”

— Telecommunications
Network Engineer,
December 2018

“ As a statewide manager, I read the magazine to keep up with industry news. But more importantly, it's the only publication that highlights the unique offerings and experiments taking place at co-ops across the country. It generates ideas, and it strengthens our network by sharing these stories. ”

— General Manager, March 2019

* Quotes from *RE Magazine's* quarterly ad study, conducted Baxter Research Center.

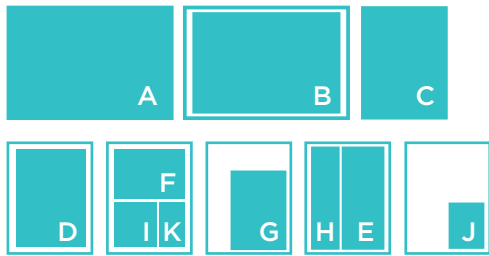
2020 EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	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	04/24/20
AD MATERIAL DEADLINE	11/29/19	01/06/20	02/03/20	03/02/20	04/03/20	05/04/20
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>	<p>Cover: YAME In Practice</p> <p>Feature: E&T/learning</p> <p>Feature: Pollinators</p> <p>Co-op Tech: T&D Line Constr/Maintenance</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	Co-op Case Study Submissions Due: 02/01/20
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	Product or Service Releases Due: 04/01/20
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 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! View Online Buyer's Guide: rebuyersguide.nreca.coop/</p>	<p>Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research</p> <p>Special Insert: Edu. & Training Opportunities</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 Directors 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>	<p>FiberConnect Jun 1-3, 2020 Nashville, TN</p>
ESTIMATED MAIL DATE	12/26/19	01/27/20	02/25/20	03/24/20	04/27/20	5/26/2020

2020 EDITORIAL CALENDAR

ISSUE	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
RESERVATION DEADLINE	05/22/20	06/24/20	07/24/20	08/24/20	09/24/20	10/23/20
AD MATERIAL DEADLINE	06/01/20	07/02/20	08/03/20	08/31/20	09/30/20	11/02/20
FEATURE ARTICLES	<p>Cover: Drones</p> <p>Feature: ACE Rule Update</p> <p>Feature: Grassroots</p> <p>Co-op Tech: Data visualization</p>	<p>Cover: Rising Co-op Stars</p> <p>Feature: N/A</p> <p>Co-op Tech: Pole attachments</p>	<p>Cover: Jim Matheson profile/ Q&A</p> <p>Feature: Photo Feature: Friday night lights</p> <p>Co-op Tech: IT/OT cybersecurity</p>	<p>Cover: Injured Worker to Safety Advocate</p> <p>Feature: Emergency preparedness</p> <p>Feature: Finance: Storm reserves</p> <p>Co-op Tech: Ergonomics</p>	<p>Cover: International Programs</p> <p>Feature: International feature</p> <p>Co-op Tech: Storage/renewables</p>	<p>Extended Cover Story: Trends</p> <p>Feature: Holiday feature</p> <p>Coop Tech: Artificial intelligence</p>
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	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
MARKETPLACE New/enhanced products and services from trusted vendors	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
SPECIAL SUPPLEMENTS	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
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>		<p>NRECA Tax, Finance & Accounting Conference for Cooperatives Aug 2-5, 2020 Portland, OR</p> <p>NRECA INTERACT Aug 13-17, 2020 Tampa, FL</p>	<p>NRECA Region Meetings 1&4 Sept. 9-11, 2020 Indianapolis, IN</p> <p>NRECA Region Meetings 5&6 Sept. 15-17, 2020 Des Moines, IA</p> <p>NRECA Region Meetings 7&9 Sept. 29-Oct 1, 2020 Omaha, NE</p>	<p>2020 PowerUp Conference Sept. 21-23, 2020 Savannah, GA</p> <p>NRECA Region Meetings 2&3 Oct 12-14, 2020 Hollywood, FL</p> <p>NRECA Region Meetings 8&10 Oct 27-29, 2020 Little Rock, AR</p>		
ESTIMATED MAIL DATE	06/24/20	07/27/2020	08/26/20	09/23/2020	10/26/2020	11/25/20

PRINT ADVERTISING RATES



DISPLAY ADVERTISING INTERIOR PAGE POSITIONS **1x (B&W)** **6x (B&W)** **12x (B&W)**

A	Two-Page Spread w/Bleed	\$8,485	\$7,930	\$7,565
B	Two-Page Spread Non-Bleed	\$8,485	\$7,930	\$7,565
C	Full Page w/Bleed	\$4,245	\$3,965	\$3,780
D	Full Page Non-Bleed	\$4,245	\$3,965	\$3,780
E	Two-Thirds Page	\$3,375	\$3,195	\$3,025
F	One-Half Page Horizontal	\$2,655	\$2,525	\$2,395
G	One-Half Page Island	\$2,655	\$2,525	\$2,395
H	One-Third Page Vertical	\$1,940	\$1,880	\$1,750
I	One-Third Page Square	\$1,940	\$1,880	\$1,750
J	One-Quarter Page	\$1,685	\$1,570	\$1,525
K	One-Sixth Page	\$1,030	\$965	\$930
C	Cover 2	\$5,365	\$5,125	\$4,855
C	Cover 3	\$5,315	\$5,055	\$4,800
C	Cover 4	\$6,170	\$5,910	\$5,625
	Cover Gatefold	\$19,505	\$18,360	\$17,215

COLOR:

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

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

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

QUARTERLY AD STUDY

March, June, September and December

SPONSOR CONTENT

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. Advertorials engage and inspire your target audience by sharing your unique insights and experiences.

Pricing:

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

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.

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.

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 releases 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.

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.

ADVERTORIAL Sponsor Content

HEADLINE TEXT HERE
OBIS NAM, QUATUM HICTA EXERE RECTE MINIS DIT HITINT DOLUPTATET

The space outlined here uses the margins set forth in the RE Magazine Style Guide.
(Trim 16.25" x 10.875"
Safety: 0.75" inside trim on all sides)

0.75" Margin

SPONSOR CONTENT *(cont'd)*

Pricing:

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

RESERVATION DEADLINE:

- January issue:** Friday, November 1, 2019
- February issue:** Monday, December 9, 2019
- March issue:** Monday, January 6, 2020
- April issue:** Monday, February 3, 2020
- May issue:** Friday, March 6, 2020
- June issue:** Monday, April 6, 2020
- July issue:** Monday, May 4, 2020
- August issue:** Thursday, June 4, 2020
- September issue:** Monday, July 6, 2020
- October issue:** Monday, August 3, 2020
- November issue:** Wednesday, September 2, 2020
- December issue:** Monday, October 5, 2020
- January 2021 issue:** Monday, November 2, 2020

WORD DOCUMENT WITH FINAL COPY DUE:

- January issue:** Friday, November 8, 2019
- February issue:** Monday, December 16, 2019
- March issue:** Monday, January 13, 2020
- April issue:** Monday, February 10, 2020
- May issue:** Friday, March 13, 2020
- June issue:** Monday, April 13, 2020
- July issue:** Monday, May 11, 2020
- August issue:** Thursday, June 11, 2020
- September issue:** Monday, July 13, 2020
- October issue:** Monday, August 10, 2020
- November issue:** Wednesday, September 9, 2020
- December issue:** Monday, October 12, 2020
- January 2021 issue:** Monday, November 9, 2020

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:** Friday, November 15, 2019
- February issue:** Monday, December 23, 2019
- March issue:** Tuesday, January 21, 2020
- April issue:** Tuesday, February 18, 2020
- May issue:** Friday, March 20, 2020
- June issue:** Monday, April 20, 2020
- July issue:** Monday, May 18, 2020
- August issue:** Thursday, June 18, 2020
- September issue:** Monday, July 20, 2020
- October issue:** Monday, August 17, 2020
- November issue:** Wednesday, September 16, 2020
- December issue:** Monday, October 19, 2020
- January 2021 issue:** Monday, November 16, 2020

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.

Newsletter


America's Electric Cooperatives Newsletter View this email in a browser

LEADERBOARD
(517 x 77)



NRECA
America's Electric Cooperatives

Wednesday, August 28, 2019 | [Electric.coop](#) | [Cooperative.com](#) | [RE Magazine](#) | [Contact Us](#) |




TOP STORY

Photos: Back-to-School Season
Check out a photo gallery showing how co-ops across the country are mobilizing support for their local schools with supply drives, welcome-back packages for teachers, and more.

[Read more now →](#)


CO-OP NEWS



'Think Outside the Box': Co-op Annual Meeting Goes Underground
Tennessee's Sequachee Valley Electric Cooperative moved its annual meeting to The Caverns—a unique, subterranean venue—and nearly tripled its normal attendance.

[Read more now →](#)


BROADBAND



Co-op Fiber Innovation Means Better, Faster Internet
NOVEC Solutions has developed and patented new technology that cuts in half the amount of fiber needed to deliver broadband.

[Read more now →](#)


CO-OP NEWS



Five Co-ops Among Top Utilities for Solar, Storage
Learn which co-ops made this year's Smart Electric Power Alliance rankings for their solar and energy storage efforts.

[Read more now →](#)

BUSINESS AND FINANCE



Rural Mainstreet Index Sinks to Two-Year Low
Bank CEOs' assessment of the rural economy took a dip this month due to global trade tensions. See what else they had to say in the August survey.

FROM OUR SPONSORS:

BUTTON
(200 x 200)

BUTTON
(200 x 200)

Website

COOPERATIVE.COM MY BENEFITS | MEMBER LOGIN

Welcome, America's Electric Cooperatives

[LOG IN TO VIEW YOUR BENEFITS](#)
Check your 401(k) balance, health claims and other benefits resources.

YOUR BRIEFING

Deadline Approaching for J.C. Brown Award and LaBerge Award
Entries are due by Oct. 28 for the J.C. Brown Award, which recognizes a co-op or public power district CEO/GM who's committed to advancing communication at the co-op and in the industry, and the LaBerge Award, which recognizes a co-op communicator with demonstrated excellence, influence and impact.

[Read more →](#)

New Case Study: Learn About a Georgia Co-op's Innovative Rate Design
This new case study, part of the Advancing Energy Access for All initiative, highlights how Cobb EMC implemented a new portfolio of rate options, in conjunction with a rate selection tool and an extensive educational awareness campaign, to help maintain energy affordability for all of its members.

[Read more →](#)

Young Adult Member Enfranchisement Resource of the

Filter feed by: ALL TOPICS | Search Filters (2)

BUTTON
(300 x 250)

EDUCATION AND TRAINING

Tracey's Takeaways: Dealing With Difficult Employees

[f](#) [in](#)

TOOLS AND SAMPLES

RC3 Cybersecurity Tabletop Exercise Toolkit (TTX)

[f](#) [in](#)

FEATURED CONFERENCE

Winter School for Directors

Nashville, TN | December 13 - 18, 2019

As boards are challenged to address multiple large-scale issues, NRECA's Winter School for Directors is designed to ensure that board leaders develop the knowledge and skills required to meet these challenges successfully.

[REGISTER NOW](#)

[View All Conferences →](#)

CONFERENCE

CEO Close-Up

January 12 - 15, 2020

[f](#) [in](#)

TOOLS AND SAMPLES

Commitment to Zero Contacts: Toolkit

[f](#) [in](#)

LEADERBOARD (728 x 90)

NEWS | HIGHLIGHTS | NEWS

Please visit cooperative.com to see actual website placements.

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