# COOPERATIVE.COM DIGITAL ADVERTISING

Cooperative.com is NRECA's member website. With a wealth of resources, including a daily member-focused newswire, cooperative.com is our highest-trafficked web property.

## Digital Audience

53,800 monthly users

233,900+ monthly pageviews

89,000+ e-newsletter subscribers

Google Analytics, January-June 2019

# Display Advertising

- All rates quoted are net.
- Banner ads appear on the homepage and news section.
- Display ads appear on desktop, tablet and mobile devices.
- Advertisers on cooperative.com are automatically included in at least one weekly e-newsletter.

## Website Advertising

AD TYP	PE WEBSITE AD	SIZE RATE	BONUS! NEWSLETTER AD SIZE
Buttor	n 300 x 250	px \$2,400/mon	th 200 × 200 px
Leaderbo	oard 728 × 90 p	x \$2,000/mon	th 517 × 77 px

# E-newsletter Advertising

AD TYPE	NEWSLETTER SIZE	RATE	
Top Button	200 × 200 px	\$1,000/week	

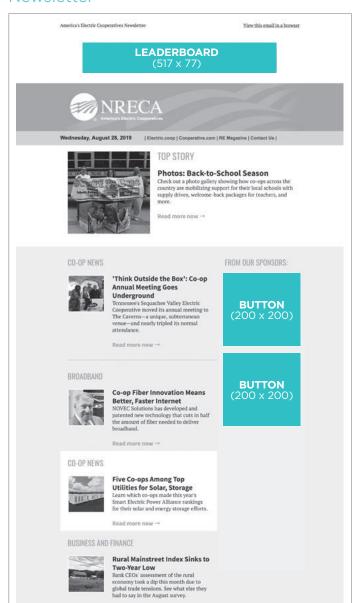
#### Submission Instructions:

- Accepted files: jpg, png, gif.
- No click tags will be accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore:\_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter sized ad (see specs above)

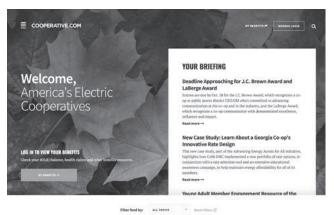
Please email your ad file along with the destination URL to your account manager.

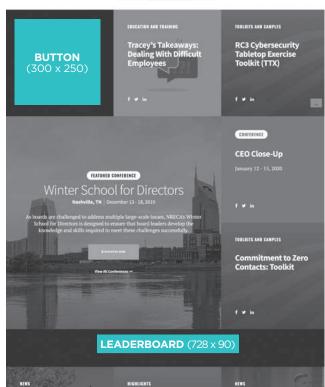
\* Click tags are no longer accepted.

## Newsletter



## Website





Please visit cooperative.com to see actual website placements.