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

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>WEBSITE AD SIZE</th>
<th>RATE</th>
<th>NEWSLETTER AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>300 x 250 px</td>
<td>$2,400/month</td>
<td>200 x 200 px</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$2,000/month</td>
<td>517 x 77 px</td>
</tr>
</tbody>
</table>

E-newsletter Advertising

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>NEWSLETTER SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Button</td>
<td>200 x 200 px</td>
<td>$1,000/week</td>
</tr>
</tbody>
</table>

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.