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97% | Make the ad-brand connection
Like the ad
Have more favorable opinion
And/or are newly aware

31% | Report one or more
buying actions



Pg 1

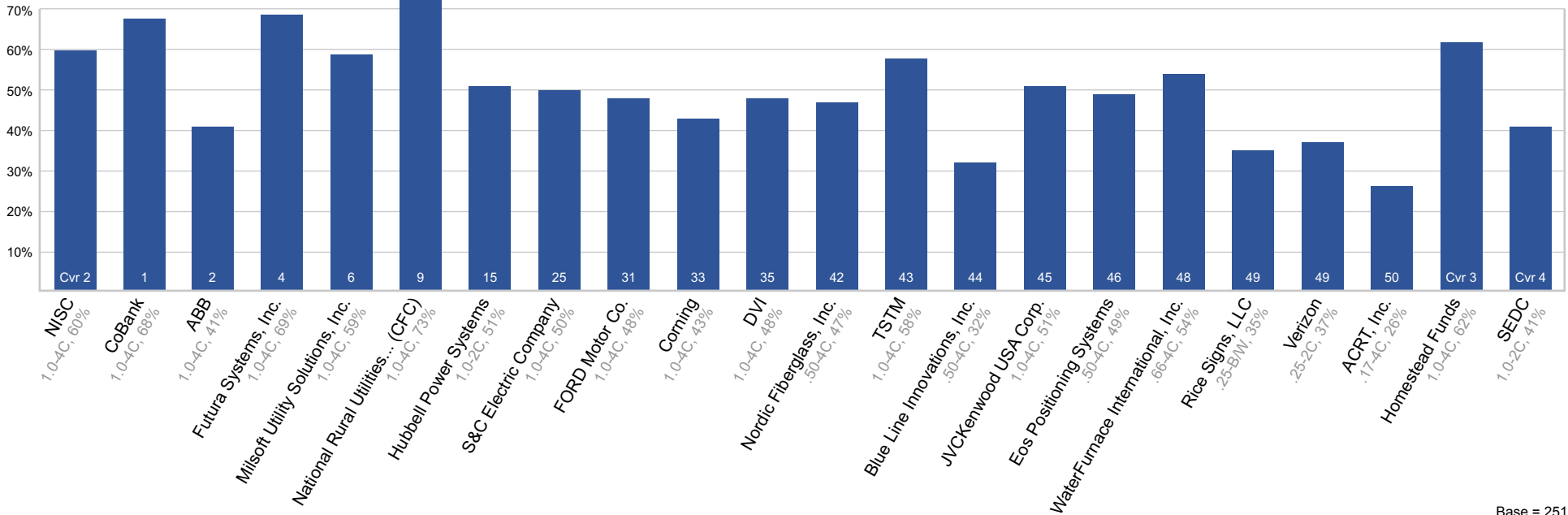
Ad Exposure	Ad Engagement	Ad Involvement
Saw the Ad	Read Some	Read Most
68%	49%	39%

Audience Engagement			
Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
78%	91%	53%	84%

Preliminary Buying Actions			
Save the Ad	Discuss the Ad	Visit Ad's Website	Contact Salesperson
6%	11%	7%	1%

Active Buying Actions			
Try Product/Service	Consider Purchase	Recommend or Specify	Purchase
6%	1%	7%	1%

Executive Summary: Ad Traffic by Page Number



Base = 251

Top-performing ads based on audience exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
National Rural Utilities... (CFC)	73%	Eos Positioning Systems	49%	100%	Nordic Fiberglass, Inc.	47%	40%
Futura Systems, Inc.	69%	Homestead Funds	62%	99%	Homestead Funds	62%	36%
CoBank	68%	WaterFurnace International, Inc.	54%	99%	WaterFurnace International, Inc.	54%	35%
Homestead Funds	62%	FORD Motor Co.	48%	99%	S&C Electric Company	50%	34%
NISC	60%	DVI	48%	99%	CoBank	68%	31%
Milsoft Utility Solutions, Inc.	59%	Nordic Fiberglass, Inc.	47%	99%	NISC	60%	30%
TSTM	58%	Rice Signs, LLC	35%	99%	National Rural Utilities... (CFC)	73%	28%
WaterFurnace International, Inc.	54%	Blue Line Innovations, Inc.	32%	99%	Milsoft Utility Solutions, Inc.	59%	27%
Hubbell Power Systems	51%	National Rural Utilities... (CFC)	73%	98%	JVCKenwood USA Corp.	51%	27%
JVCKenwood USA Corp.	51%	NISC	60%	98%	Eos Positioning Systems	49%	27%

Definitions of Scores



mediaView^{Pro}

Independent Ad Campaign Analytics

Total Ad Recall - Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence - Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

Total Buying Actions - Audience Involvement

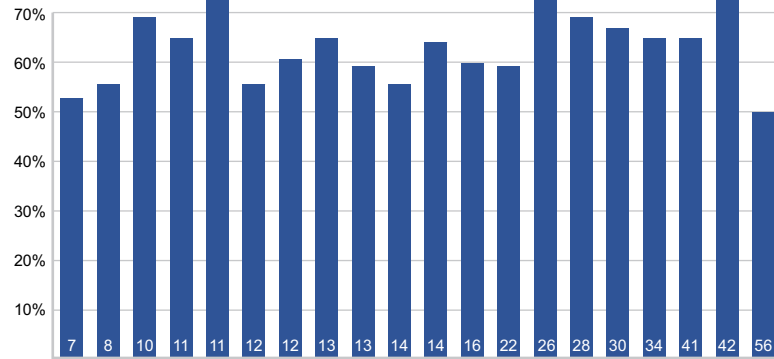
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either has, or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Editorial



Recall Scores by Page Number



Editorial reader recall scores are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 7.

	Page Number	Recall Seeing	Read Some	Read Most
FLASHBACKS: Getting a legal foothold	7	53%	74%	54%
COMMENTARY	8	56%	70%	38%
PLUGGED IN: Report: Nuclear pulse would not have...	10	69%	80%	51%
PLUGGED IN: Battery fire-safety proposal could cost co-ops...	11	65%	74%	54%
PLUGGED IN: EV charging on the go	11	78%	78%	49%
PLUGGED IN: Building a bridge over troubled water	12	56%	64%	44%
PLUGGED IN: Concern for the (bat) community	12	61%	62%	47%
PLUGGED IN: A co-op to serve all of Alaska's largest city	13	65%	69%	49%
PLUGGED IN: Three co-ops get in on moving a historic...	13	59%	61%	47%
PLUGGED IN: Going underground to transmit wind power	14	56%	61%	35%
PLUGGED IN: A Kansas co-op rescues a rural fire...	14	64%	70%	49%
COVER STORY: 'There are opportunities for you here'	16	60%	78%	47%
FEATURE: 'Putting the ladders out'	22	59%	78%	37%
CO-OP SHOTS: April 2019 photo challenge winners	26	78%	63%	59%
CO-OP TECH: Disposing of solar panels	28	69%	68%	49%
PROJECT PROFILES: Co-ops deploying new technologies	30	67%	73%	45%
MARKETPLACE: New products & services	34	65%	62%	35%
STAFFING: Employment opportunities	41	65%	60%	38%
CO-OP PEOPLE	42	75%	69%	42%
STAFF SPOTLIGHT: Mary Wilson	56	50%	64%	50%

Base = 251

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is a percentage of the "Read Some" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

BAXTER
RESEARCH CENTER.

Editorial: Reading Habits



Readers comment on the magazine



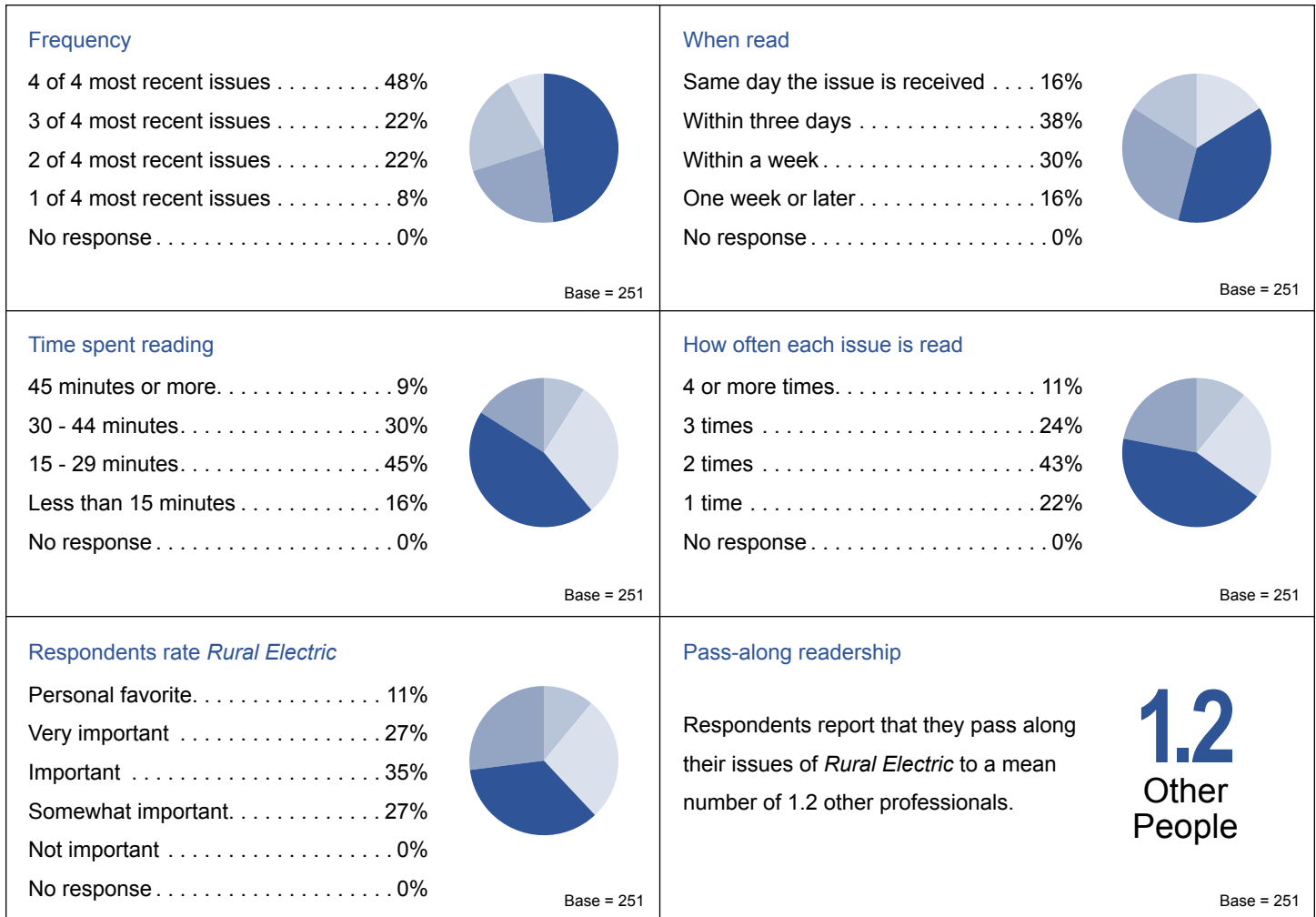
Best magazine for the rural electric industry.
— General Manager

Keeps me up to date with new products.
— Mgr., Purchasing & Contract Svcs.

[I read RE Magazine] to keep abreast of trends and developments; to get ideas about what other co-ops are doing and perhaps what my co-op should be doing; to know what's happening in regions 1, 4 and 6; to see interesting new products and services; to look at the ads.

— CEO

How, when, how long and how often respondents read *Rural Electric*



Ad Scores: Exposure, Engagement and Involvement Totals by Product Category



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Alternative Energy (Non-Renewable)							
WaterFurnace International, Inc.	48	.66-4C	54%	43%	39%	99%	35%
AMI/AMR							
TSTM	43	1.0-4C	58%	45%	31%	98%	23%
Appliances							
WaterFurnace International, Inc.	48	.66-4C	54%	43%	39%	99%	35%
Asset Management							
ACRT, Inc.	50	.17-4C	26%	31%	25%	96%	27%
Bank/Lending Institution							
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	73%	49%	44%	98%	28%
CoBank	1	1.0-4C	68%	49%	39%	97%	31%
Category averages:			71%	49%	42%	98%	30%
Billing/Financial							
Homestead Funds	Cvr 3	1.0-4C	62%	53%	39%	99%	36%
NISC	Cvr 2	1.0-4C	60%	42%	44%	98%	30%
SEDC	Cvr 4	1.0-2C	41%	34%	29%	98%	26%
Category averages:			54%	43%	37%	98%	31%
Broadband Infrastructure							
Corning	33	1.0-4C	43%	44%	37%	94%	19%
Cables & Wires							
Corning	33	1.0-4C	43%	44%	37%	94%	19%
<i>(continued)</i>							

Base = 251

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

RE Magazine is an excellent resource for rural electric topics, trends, and products; I would recommend that all cooperative employees take a few minutes out of their busy schedules to read some of the very well-written articles featured in the publication, check out the brilliant photography and gain insight from the product reviews. Thank you RE Magazine for your tireless efforts to keep the co-op nation well-informed!

— CEO/GM

It keeps me informed of industry trends and what other co-ops are doing in key areas of utility operations. It also identifies and highlights vital issues in our industry, that we need to know about and take action on. I see RE Magazine as a necessary resource for upper management, and those striving to move into management.

— Project Specialist

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Customer Information Systems							
NISC	Cvr 2	1.0-4C	60%	42%	44%	98%	30%
SEDC	Cvr 4	1.0-2C	41%	34%	29%	98%	26%
Category averages:			51%	38%	37%	98%	28%
Demand-Side Management							
WaterFurnace International, Inc.	48	.66-4C	54%	43%	39%	99%	35%
DVI	35	1.0-4C	48%	50%	21%	99%	26%
Blue Line Innovations, Inc.	44	.50-4C	32%	38%	33%	99%	19%
Category averages:			45%	44%	31%	99%	27%
Distributed Generation							
DVI	35	1.0-4C	48%	50%	21%	99%	26%
Distribution Automation Equipment							
S&C Electric Company	25	1.0-4C	50%	50%	52%	97%	34%
DVI	35	1.0-4C	48%	50%	21%	99%	26%
Category averages:			49%	50%	37%	98%	30%
Energy Efficiency Products and Services							
Blue Line Innovations, Inc.	44	.50-4C	32%	38%	33%	99%	19%
Fleet-Fuel Management & Maintenance							
FORD Motor Co.	31	1.0-4C	48%	50%	42%	99%	27%
GPS Products & Services							
Eos Positioning Systems	46	.50-4C	49%	43%	24%	100%	27%
Information Technology							
NISC	Cvr 2	1.0-4C	60%	42%	44%	98%	30%

(continued)

Base = 251

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



RE Magazine gives me information about our industry that I wouldn't find in any other publication. It also features employees of various cooperatives that I enjoy reading about.

— Executive Secretary

[I read RE Magazine for] articles and advertisements for hardware ideas.

— Telecomm. Network Engr.

Gives me insight into changes and innovations in the industry, which I try to discuss or pursue at work.

— GIS Specialist

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Mapping/GIS							
Futura Systems, Inc.	4	1.0-4C	69%	43%	43%	97%	24%
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	47%	29%	98%	27%
SEDC	Cvr 4	1.0-2C	41%	34%	29%	98%	26%
ACRT, Inc.	50	.17-4C	26%	31%	25%	96%	27%
Category averages:			49%	39%	32%	97%	26%
Meters							
TSTM	43	1.0-4C	58%	45%	31%	98%	23%
Outage Management Systems							
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	47%	29%	98%	27%
Signs							
Rice Signs, LLC	49	.25-B/W	35%	29%	30%	99%	27%
Software Application Providers							
Eos Positioning Systems	46	.50-4C	49%	43%	24%	100%	27%
Blue Line Innovations, Inc.	44	.50-4C	32%	38%	33%	99%	19%
Category averages:			41%	41%	29%	100%	23%
Staking and Surveying							
Eos Positioning Systems	46	.50-4C	49%	43%	24%	100%	27%
Substation Equipment							
S&C Electric Company	25	1.0-4C	50%	50%	52%	97%	34%

(continued)

Base = 251

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



[I read RE Magazine] to see what's trending and what others are trying. I look for latest test equipment and tools for linemen and mechanics.
— Line Superintendent

I am able to see how other coops are addressing similar issues that we face as well as see new innovative solutions for equipment and supply sources.
— Director of Origination & Plant Operations

I like to see what other co-ops are doing to improve service and help their communities.
— Technical Systems Coordinator

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
T&D System Equipment							
Hubbell Power Systems	15	1.0-2C	51%	47%	46%	94%	25%
S&C Electric Company	25	1.0-4C	50%	50%	52%	97%	34%
ABB	2	1.0-4C	41%	34%	29%	96%	25%
Category averages:			47%	44%	42%	96%	28%
Telecommunications							
Corning	33	1.0-4C	43%	44%	37%	94%	19%
Verizon	49	.25-2C	37%	41%	27%	94%	23%
Category averages:			40%	43%	32%	94%	21%
Transformer Pads							
TSTM	43	1.0-4C	58%	45%	31%	98%	23%
Nordic Fiberglass, Inc.	42	.50-4C	47%	47%	23%	99%	40%
Category averages:			53%	46%	27%	99%	32%
Vegetation Management							
ACRT, Inc.	50	.17-4C	26%	31%	25%	96%	27%
Vehicles (automobiles/trucks)							
FORD Motor Co.	31	1.0-4C	48%	50%	42%	99%	27%
Voice Response/Phone Notification System							
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	47%	29%	98%	27%
Wireless Communications							
JVCKenwood USA Corp.	45	1.0-4C	51%	37%	37%	98%	27%
Verizon	49	.25-2C	37%	41%	27%	94%	23%
Category averages:			44%	39%	32%	96%	25%

Base = 251

Ad Scores: Audience Engagement Totals with Influence Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Alternative Energy (Non-Renewable)								
WaterFurnace International, Inc.	48	.66-4C	54%	99%	46%	91%	57%	49%
AMI/AMR								
TSTM	43	1.0-4C	58%	98%	31%	89%	45%	31%
Appliances								
WaterFurnace International, Inc.	48	.66-4C	54%	99%	46%	91%	57%	49%
Asset Management								
ACRT, Inc.	50	.17-4C	26%	96%	35%	67%	33%	41%
Bank/Lending Institution								
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	73%	98%	77%	90%	49%	85%
CoBank	1	1.0-4C	68%	97%	78%	91%	53%	84%
Category averages:			71%	98%	78%	91%	51%	85%
Billing/Financial								
Homestead Funds	Cvr 3	1.0-4C	62%	99%	72%	88%	58%	78%
NISC	Cvr 2	1.0-4C	60%	98%	70%	91%	46%	71%
SEDC	Cvr 4	1.0-2C	41%	98%	36%	73%	38%	38%
Category averages:			54%	98%	59%	84%	47%	62%
Broadband Infrastructure								
Corning	33	1.0-4C	43%	94%	31%	71%	36%	35%
Cables & Wires								
Corning	33	1.0-4C	43%	94%	31%	71%	36%	35%
<i>(continued)</i>								

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 251

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Customer Information Systems								
NISC	Cvr 2	1.0-4C	60%	98%	70%	91%	46%	71%
SEDC	Cvr 4	1.0-2C	41%	98%	36%	73%	38%	38%
Category averages:			51%	98%	53%	82%	42%	55%
Demand-Side Management								
WaterFurnace International, Inc.	48	.66-4C	54%	99%	46%	91%	57%	49%
DVI	35	1.0-4C	48%	99%	33%	91%	47%	29%
Blue Line Innovations, Inc.	44	.50-4C	32%	99%	19%	78%	36%	16%
Category averages:			45%	99%	33%	87%	47%	31%
Distributed Generation								
DVI	35	1.0-4C	48%	99%	33%	91%	47%	29%
Distribution Automation Equipment								
DVI	35	1.0-4C	48%	99%	33%	91%	47%	29%
S&C Electric Company	25	1.0-4C	50%	97%	56%	89%	48%	62%
Category averages:			49%	98%	45%	90%	48%	46%
Energy Efficiency Products and Services								
Blue Line Innovations, Inc.	44	.50-4C	32%	99%	19%	78%	36%	16%
Fleet-Fuel Management & Maintenance								
FORD Motor Co.	31	1.0-4C	48%	99%	72%	88%	49%	79%
GPS Products & Services								
Eos Positioning Systems	46	.50-4C	49%	100%	35%	82%	41%	35%
Information Technology								
NISC	Cvr 2	1.0-4C	60%	98%	70%	91%	46%	71%

(continued)

Base = 251

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Mapping/GIS								
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	98%	66%	87%	44%	73%
SEDC	Cvr 4	1.0-2C	41%	98%	36%	73%	38%	38%
Futura Systems, Inc.	4	1.0-4C	69%	97%	45%	83%	37%	55%
ACRT, Inc.	50	.17-4C	26%	96%	35%	67%	33%	41%
Category averages:			49%	97%	46%	78%	38%	52%
Meters								
TSTM	43	1.0-4C	58%	98%	31%	89%	45%	31%
Outage Management Systems								
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	98%	66%	87%	44%	73%
Signs								
Rice Signs, LLC	49	.25-B/W	35%	99%	40%	81%	42%	40%
Software Application Providers								
Eos Positioning Systems	46	.50-4C	49%	100%	35%	82%	41%	35%
Blue Line Innovations, Inc.	44	.50-4C	32%	99%	19%	78%	36%	16%
Category averages:			41%	100%	27%	80%	39%	26%
Staking and Surveying								
Eos Positioning Systems	46	.50-4C	49%	100%	35%	82%	41%	35%
Substation Equipment								
S&C Electric Company	25	1.0-4C	50%	97%	56%	89%	48%	62%

(continued)

Base = 251

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
T&D System Equipment								
S&C Electric Company	25	1.0-4C	50%	97%	56%	89%	48%	62%
ABB	2	1.0-4C	41%	96%	48%	72%	31%	51%
Hubbell Power Systems	15	1.0-2C	51%	94%	48%	84%	42%	55%
Category averages:			47%	96%	51%	82%	40%	56%
Telecommunications								
Corning	33	1.0-4C	43%	94%	31%	71%	36%	35%
Verizon	49	.25-2C	37%	94%	56%	69%	33%	65%
Category averages:			40%	94%	44%	70%	35%	50%
Transformer Pads								
Nordic Fiberglass, Inc.	42	.50-4C	47%	99%	56%	85%	48%	57%
TSTM	43	1.0-4C	58%	98%	31%	89%	45%	31%
Category averages:			53%	99%	44%	87%	47%	44%
Vegetation Management								
ACRT, Inc.	50	.17-4C	26%	96%	35%	67%	33%	41%
Vehicles (automobiles/trucks)								
FORD Motor Co.	31	1.0-4C	48%	99%	72%	88%	49%	79%
Voice Response/Phone Notification System								
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	98%	66%	87%	44%	73%
Wireless Communications								
JVCKenwood USA Corp.	45	1.0-4C	51%	98%	37%	91%	41%	42%
Verizon	49	.25-2C	37%	94%	56%	69%	33%	65%
Category averages:			44%	96%	47%	80%	37%	54%

Base = 251



Ad Scores: Involvement Totals with Buying Action Details by Product Category

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Alternative Energy (Non-Renewable)												
WaterFurnace International, Inc.	48	.66-4C	54%	35%	8%	8%	14%	2%	2%	3%	4%	3%
AMI/AMR												
TSTM	43	1.0-4C	58%	23%	4%	8%	9%	0%	2%	2%	2%	1%
Appliances												
WaterFurnace International, Inc.	48	.66-4C	54%	35%	8%	8%	14%	2%	2%	3%	4%	3%
Asset Management												
ACRT, Inc.	50	.17-4C	26%	27%	10%	8%	10%	0%	0%	2%	2%	2%
Bank/Lending Institution												
CoBank	1	1.0-4C	68%	31%	6%	11%	7%	1%	6%	1%	7%	1%
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	73%	28%	5%	10%	6%	1%	3%	0%	6%	3%
Category averages:			71%	30%	6%	11%	7%	1%	5%	1%	7%	2%

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

(continued)

Base = 251

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Billing/Financial												
Homestead Funds	Cvr 3	1.0-4C	62%	36%	5%	11%	8%	0%	8%	4%	5%	4%
NISC	Cvr 2	1.0-4C	60%	30%	7%	11%	7%	1%	4%	0%	7%	3%
SEDC	Cvr 4	1.0-2C	41%	26%	5%	6%	11%	1%	1%	1%	1%	2%
Category averages:			54%	31%	6%	9%	9%	1%	4%	2%	4%	3%
Broadband Infrastructure												
Corning	33	1.0-4C	43%	19%	5%	5%	4%	3%	3%	0%	0%	3%
Cables & Wires												
Corning	33	1.0-4C	43%	19%	5%	5%	4%	3%	3%	0%	0%	3%
Customer Information Systems												
NISC	Cvr 2	1.0-4C	60%	30%	7%	11%	7%	1%	4%	0%	7%	3%
SEDC	Cvr 4	1.0-2C	41%	26%	5%	6%	11%	1%	1%	1%	1%	2%
Category averages:			51%	28%	6%	9%	9%	1%	3%	1%	4%	3%
Demand-Side Management												
WaterFurnace International, Inc.	48	.66-4C	54%	35%	8%	8%	14%	2%	2%	3%	4%	3%
DVI	35	1.0-4C	48%	26%	5%	9%	13%	0%	2%	2%	1%	0%
Blue Line Innovations, Inc.	44	.50-4C	32%	19%	7%	7%	7%	1%	3%	3%	0%	1%
Category averages:			45%	27%	7%	8%	11%	1%	2%	3%	2%	1%
Distributed Generation												
DVI	35	1.0-4C	48%	26%	5%	9%	13%	0%	2%	2%	1%	0%
Distribution Automation Equipment												
S&C Electric Company	25	1.0-4C	50%	34%	8%	11%	11%	0%	7%	5%	5%	2%
DVI	35	1.0-4C	48%	26%	5%	9%	13%	0%	2%	2%	1%	0%
Category averages:			49%	30%	7%	10%	12%	0%	5%	4%	3%	1%

(continued)

Base = 251



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Energy Efficiency Products and Services												
Blue Line Innovations, Inc.	44	.50-4C	32%	19%	7%	7%	7%	1%	3%	3%	0%	1%
Fleet-Fuel Management & Maintenance												
FORD Motor Co.	31	1.0-4C	48%	27%	6%	8%	11%	0%	5%	7%	2%	3%
GPS Products & Services												
Eos Positioning Systems	46	.50-4C	49%	27%	7%	8%	7%	1%	3%	3%	2%	0%
Information Technology												
NISC	Cvr 2	1.0-4C	60%	30%	7%	11%	7%	1%	4%	0%	7%	3%
Mapping/GIS												
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	27%	8%	7%	7%	1%	1%	1%	2%	3%
ACRT, Inc.	50	.17-4C	26%	27%	10%	8%	10%	0%	0%	2%	2%	2%
SEDC	Cvr 4	1.0-2C	41%	26%	5%	6%	11%	1%	1%	1%	1%	2%
Futura Systems, Inc.	4	1.0-4C	69%	24%	8%	4%	9%	1%	1%	2%	4%	1%
Category averages:			49%	26%	8%	6%	9%	1%	1%	2%	2%	2%
Meters												
TSTM	43	1.0-4C	58%	23%	4%	8%	9%	0%	2%	2%	2%	1%
Outage Management Systems												
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	27%	8%	7%	7%	1%	1%	1%	2%	3%
Signs												
Rice Signs, LLC	49	.25-B/W	35%	27%	8%	4%	11%	0%	3%	4%	7%	1%

(continued)

Base = 251



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Software Application Providers												
Eos Positioning Systems	46	.50-4C	49%	27%	7%	8%	7%	1%	3%	3%	2%	0%
Blue Line Innovations, Inc.	44	.50-4C	32%	19%	7%	7%	7%	1%	3%	3%	0%	1%
Category averages:			41%	23%	7%	8%	7%	1%	3%	3%	1%	1%
Staking and Surveying												
Eos Positioning Systems	46	.50-4C	49%	27%	7%	8%	7%	1%	3%	3%	2%	0%
Substation Equipment												
S&C Electric Company	25	1.0-4C	50%	34%	8%	11%	11%	0%	7%	5%	5%	2%
T&D System Equipment												
S&C Electric Company	25	1.0-4C	50%	34%	8%	11%	11%	0%	7%	5%	5%	2%
Hubbell Power Systems	15	1.0-2C	51%	25%	5%	9%	10%	0%	3%	3%	1%	1%
ABB	2	1.0-4C	41%	25%	7%	10%	8%	0%	2%	1%	1%	0%
Category averages:			47%	28%	7%	10%	10%	0%	4%	3%	2%	1%
Telecommunications												
Verizon	49	.25-2C	37%	23%	5%	8%	8%	0%	0%	1%	4%	0%
Corning	33	1.0-4C	43%	19%	5%	5%	4%	3%	3%	0%	0%	3%
Category averages:			40%	21%	5%	7%	6%	2%	2%	1%	2%	2%
Transformer Pads												
Nordic Fiberglass, Inc.	42	.50-4C	47%	40%	3%	13%	13%	1%	6%	2%	3%	5%
TSTM	43	1.0-4C	58%	23%	4%	8%	9%	0%	2%	2%	2%	1%
Category averages:			53%	32%	4%	11%	11%	1%	4%	2%	3%	3%
Vegetation Management												
ACRT, Inc.	50	.17-4C	26%	27%	10%	8%	10%	0%	0%	2%	2%	2%

(continued)

Base = 251

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

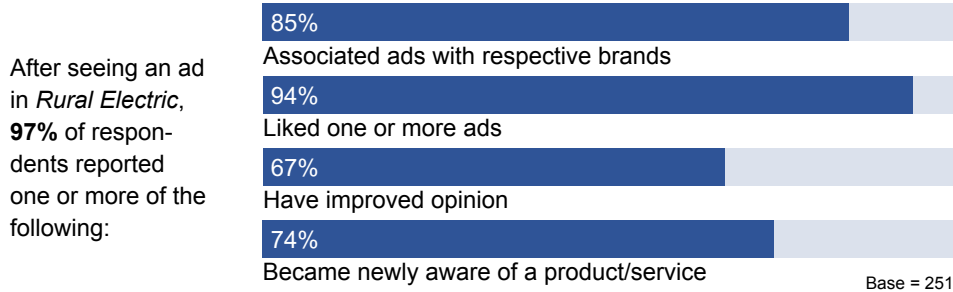
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Vehicles (automobiles/trucks)												
FORD Motor Co.	31	1.0-4C	48%	27%	6%	8%	11%	0%	5%	7%	2%	3%
Voice Response/Phone Notification System												
Milsoft Utility Solutions, Inc.	6	1.0-4C	59%	27%	8%	7%	7%	1%	1%	1%	2%	3%
Wireless Communications												
JVKenwood USA Corp.	45	1.0-4C	51%	27%	6%	9%	9%	1%	0%	3%	3%	1%
Verizon	49	.25-2C	37%	23%	5%	8%	8%	0%	0%	1%	4%	0%
Category averages:			44%	25%	6%	9%	9%	1%	0%	2%	4%	1%

Base = 251

Demographics: Influence and Action Totals

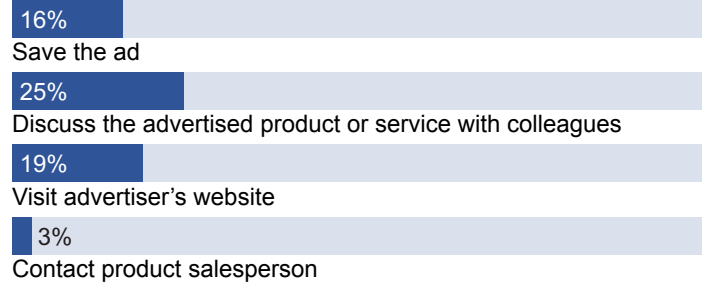


Total ad influence for all studied ads

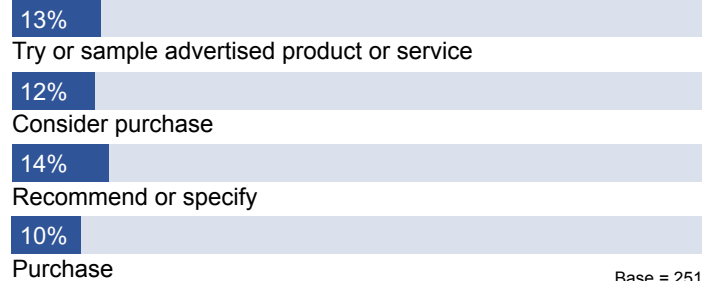


Total Buying Behavior **47%**

Forty-seven percent (47%) of respondents indicated that after seeing an ad in *Rural Electric* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:

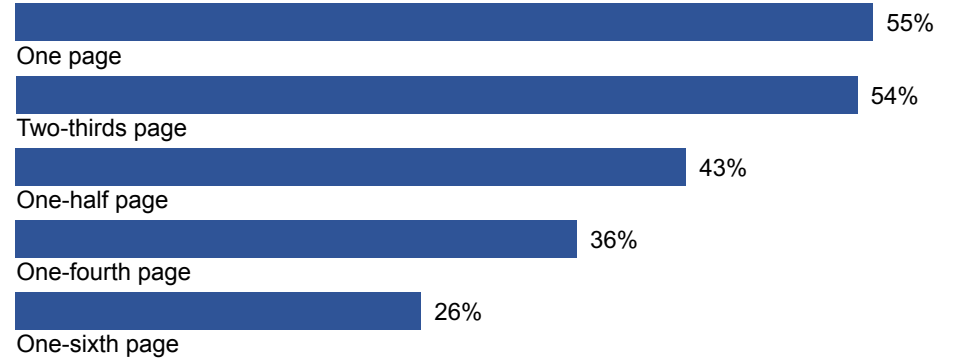


Preliminary Buying Behavior **39%**



Active Buying Behavior **30%**

Ad scores by size



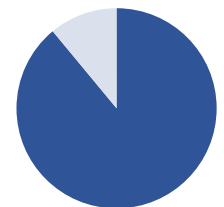
	Number of Ads	Recall Seeing	Read Some	Read Most
One page	15	55%	45%	37%
Two-thirds page	1	54%	43%	39%
One-half page	3	43%	43%	27%
One-fourth page	2	36%	35%	29%
One-sixth page	1	26%	31%	25%
Issue averages:		50%	43%	35%

Base = 251

Member type

Distribution	89%
G&T	11%
No response	0%

Base = 251



Demographics *continued*



Company role/title

General Manager21%
Accounting and Financial Services14%
Administrative Services12%
Marketing and Communications12%
Member Services10%
Operations8%
Engineering Services7%
Human Resources4%
Information Technology4%
Equipment Repairs and Operations3%
Procurement2%
Subsidiary and Utility Services2%
Unknown1%
No response0%

Base = 251

Consumers served

125,000 or more3%
75,000-124,9995%
50,000-74,9997%
25,000-49,99918%
10,000-24,99927%
5,000-9,99920%
0-4,99910%
Not applicable10%
No response0%

Base = 251

Purchasing involvement

Eighty percent (80%) of respondents report involvement in buying, recommending, specifying or approving one or more of the following products for their company:

AMI/AMR	34%	Transformer Maintenance	20%
Outage Management Systems	31%	Cables & Wires	19%
Consulting Services	30%	Substation Security	19%
Customer Information Systems	29%	Distributed Generation	18%
Mapping/GIS	28%	Wildlife Protection	18%
Meters	28%	Distribution Automation Equipment	16%
Wireless Communications	28%	T&D Line Construction	16%
Tools	27%	Transformer Pads	16%
Bank/Lending Institution	25%	Power Theft Prevention	14%
Meter Data Management	25%	Equipment Distributor	12%
Pole Inspection & Treatment	25%	T&D System Equipment	12%
SCADA	25%	Meter Recycling	8%
Insurance	24%	Cable Restoration	7%
Lighting	24%	No response	20%
Renewable Energy	23%		
Vegetation Management	23%		
Call Centers	22%		
Mobile Workforce Management	22%		
Protective Clothing	22%		
Buildings, Enclosures, Shelters	21%		
Signs	21%		
Test Equipment	20%		

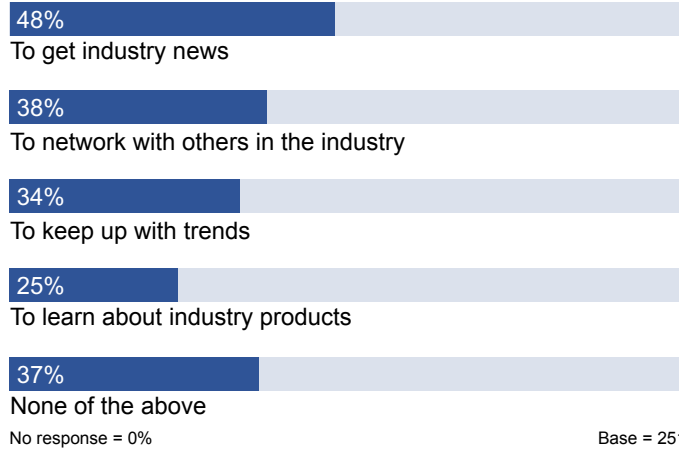
Base = 251

Demographics: Social Media



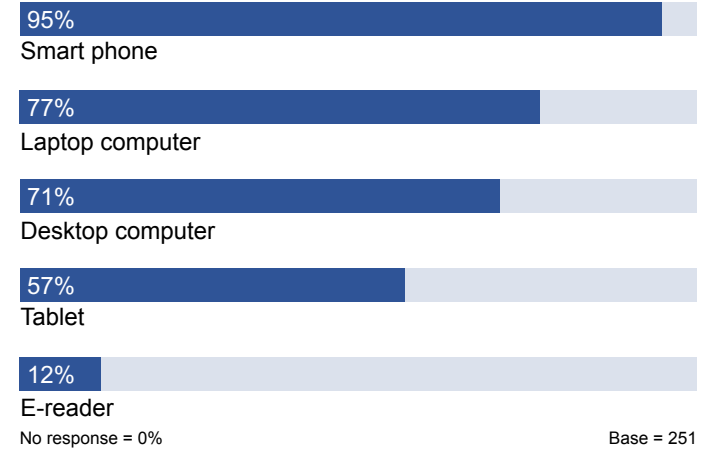
Professional use of social media

Sixty-three percent (63%) of Rural Electric respondents report one or more of these reasons for using social media.



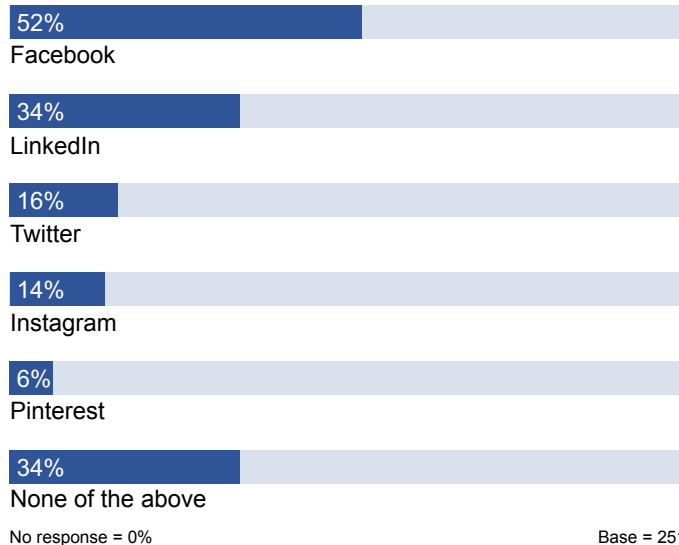
Digital devices owned or used by respondents

One hundred percent (100%) of Rural Electric respondents report having access to one or more of these digital devices.



Social media platforms used for work

Sixty-six percent (66%) of Rural Electric respondents report using one or more of these social media platforms for work.



2019

Ad Study Schedule

Reserve your space now!

March <i>closing</i> January 24	June <i>closing</i> April 25	September <i>closing</i> July 25	December <i>closing</i> October 24
--	---	---	---

Contact your *Rural Electric* sales representative now to reserve your space in the next ad study issue.

Rural Electric reserves the right to change this research schedule without notice.

About mediaView Pro



about **mediaView Pro™**

Independent Ad Campaign Analytics

What are some of the concepts behind mediaView Pro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.¹
- Only primary business objectives such as increasing profit or market share are true final measures of business success.²
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.³
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.⁴

Why does mediaView Pro focus on intermediate objectives?

Intermediate objectives are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

¹ Les Binet and Peter Field, *Marketing in the Era of Accountability* (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | ² [ibid, 77] | ³ [ibid, 77] | ⁴ [ibid, 2]

Total Ad Recall *Audience Exposure*

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

Total Ad Influence *Audience Engagement*

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

Total Buying Action *Audience Involvement*

- ##### Preliminary Buying Action
- Save the ad for future reference
 - Discuss the advertised product
 - Visit advertiser website
 - Contact advertiser salesperson

- ##### Active Buying Action
- Try advertised product or service
 - Consider purchasing
 - Recommend or specify
 - Purchase the product or service

BAXTER
RESEARCH CENTER.

About mediaView Pro: Methodology



about mediaView Pro™ Independent Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaView Pro* study programs are conducted on-line using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 19,488* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data is based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the online survey is available upon request from BRC.

* December 2018 BPA WorldwideSM Statement

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.



National Rural Electric Cooperative Association (NRECA)

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Fax: 703-907-5531

Rural Electric (RE) Magazine, the flagship publication of the National Rural Electric Cooperative Association (NRECA), is written for CEOs, directors and front-line employees in the electric cooperative industry, which includes distribution cooperatives; generation and transmission cooperatives; public power districts; and public utility districts. Articles include case studies of technological deployments and analysis of regulatory and power supply issues affecting cooperatives and the 42 million-plus consumer-members they serve, across 47 states.

Baxter Research Center Inc. (BRC) is a leading provider of independent, mixed-media audience analytics.

BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.



mediaView™ Pro
Complete Ad Campaign Analytics

Reader comments are collected when respondents who recall seeing, reading some, or reading most of an ad, are asked, “Do you like this ad?”

Depending on the answer, respondents are then asked:

“Please tell us why you like this ad”

or

“Please tell us why you don’t like this ad”

Total ad comments: 34

Why they like the ad: 34

Why they don’t like the ad: 00



CoBank

Page: 1

CoBank

June 2019

Page: 1

Verbatim Comments: Liked the ad

1. kind act — accountant I
2. What a great program! — accounts Payable & Communications Director
3. Group shot draws my attention plus I wanted to lean in and find out who is getting the money. — CEO
4. It shows CoBank Giving back to our communities. — CEO/General Manager
5. We have a business relationship with CoBank. — CFO
6. Sharing Success is a wonderful program which we have participated for many years. The picture is giving money to the community which is exactly what this program does. — CFO/Hr Manager
7. Good product information. — Chief Financial officer
8. Informative — Consumer accounts
9. Someone got a check — Credit Manager
10. We use CoBank now — Director Employee Services
11. Seeing people's faces. The pose with check. Similar to photos I take often. — Director of Marketing & Communications

CoBank

Page: 1

Verbatim Comments: Liked the ad

12. I like to see cooperatives giving back. — Director of Member Services
13. Have used vendor in the past — Director of Technical Services
14. We participate in the Sharing Success program and the amount of the check and the joint check presentation caught my eye. — Director, Community & External Relations
15. Really was indifferent...but you didn't have that as an option and I don't "dislike" it, so..... — Director, External affairs
16. We are a CoBank borrower. and I love their Sharing Success program. — Executive Secretary
17. Good example of a community giving back with the help of one its business partners — Finance Manager
18. good info — General Manager
19. Familiar with and like the program — General Manager
20. It's eye-catching — General Manager/CEO
21. Good design — Gis COOrdinator
22. We have taken advantage of this program to fund our scholarship program. — inside Operations Manager/Benefits adm

CoBank

June 2019

Page: 1

Verbatim Comments: Liked the ad

23. Wordy, but gets the product across to potential customers. — Manager of Finance and accounting
24. already participated in program — Manager of Finance and Member Services
25. the content is pertinent to our cooperative and mission — Manager, administrative Services
26. People smiling with a check. Implies that there may be money available for others. — Manager, Communications & Sustainable Energy Programs
27. We associate with CoBank — Manager, Human Resources
28. i like the co-bank people and read to see what's happening. — Manager, Training & Special Services
29. We already participate in Sharing Success. I like to see/hear what others are doing with their money. — Member Services Liaison
30. we work with CoBank — Operations Division Manager
31. Applicable — Real Estate administrator
32. Interesting info — Safety & Loss COOrdinator
33. I felt indifferent to it — Staff Engineer



CoBank

Page: 1

Verbatim Comments: Liked the ad

34. We use CoBank and the sharing success program. — Technical Systems COOrdinator