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 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 this trusted source of education, information and advocacy, you will become a partner in the co-op journey and have an opportunity to champion their future success.
...power 56% of the nation’s landmass.

...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 $192 billion in assets.

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

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

...deliver 12% of all U.S. electricity.

834 distribution and 63 generation and transmission cooperatives...
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 50 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.

ASSOCIATE MEMBERSHIP

NRECA Associate Membership allows your company to become part of the cooperative network. By joining NRECA as an Associate Member, you are demonstrating your commitment to America’s electric cooperatives and providing your company the best opportunity for visibility and engagement with them and NRECA.

NRECA Associate Member Benefits

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM ($15,000/Year)</th>
<th>GOLD ($8,500/Year)</th>
<th>SILVER ($2,000/Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One complimentary attendee registration at NRECA’s CEO Close-Up Conference</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One complimentary high-top table display at NRECA’s CEO Close-Up Conference</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discounts on RE Magazine print advertising</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>(50% discount — maximum annual discount of $8,500 for Platinum members and $5,500 for Gold members)</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Discounts on TechAdvantage® Exhibit Space</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>(50% discount — maximum annual discount of $5,000 for Platinum members and $2,500 for Gold members)</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>VIP Lounge access at TechAdvantage®</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to cooperative employee contact information from NRECA’s database for direct mail purposes (limit of 4,000 contacts per quarter)</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Access to cooperative employee contact information from NRECA’s database for direct mail purposes (limit of 4,000 contacts per quarter)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Invitation to most NRECA events and webinars with a discounted member registration rate</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary subscription to RE Magazine</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to NRECA cooperative market demographic information</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Priority booth space selection for the TechAdvantage® Expo</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Opportunities to submit editorial content to RE Magazine</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Opportunities to collaborate with NRECA’s Business &amp; Technology Strategies group on co-op market research projects</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Listing in RE Magazine’s Online Buyer’s Guide</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Print Listing in RE Magazine’s Annual Buyer’s Guide Issue</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Listing in NRECA’s Annual Membership Directory</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>NRECA Associate Member logo for use in print and digital advertising</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>NRECA’s social media accounts will follow your company on Twitter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Visit electric.coop/associate-membership for more details.
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.


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.

<table>
<thead>
<tr>
<th>Subscriber Behavior</th>
<th>Readership Breakdown</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>86% of CEOs read most issues</td>
<td>Distribution Cooperatives, Public Power Districts and Public Utility Districts</td>
<td>19,820</td>
</tr>
<tr>
<td>76% read most issues</td>
<td>Generation and Transmission Cooperatives</td>
<td>39,640</td>
</tr>
<tr>
<td>49% participate in purchasing decisions</td>
<td>Statewide Organizations</td>
<td>19,820</td>
</tr>
</tbody>
</table>

Qualified, Paid Subscribers

Pass-Along Readership

1 NRECA Market Research Services, 2016
2 BPA Brand Report, June 2020
3 Baxter Research study, June 2020
4 Readership based on mean pass-along rate (1.0)
Breakout of Circulation by Job Function

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>NUMBER OF SUBSCRIBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member-Elected Board of Directors</td>
<td>6,868</td>
</tr>
<tr>
<td>Engineering &amp; Operations</td>
<td>6,091</td>
</tr>
<tr>
<td>Consumer Member Services</td>
<td>1,298</td>
</tr>
<tr>
<td>Finance</td>
<td>1,229</td>
</tr>
<tr>
<td>GM/CEO</td>
<td>994</td>
</tr>
<tr>
<td>Legal</td>
<td>722</td>
</tr>
<tr>
<td>Administrative Management</td>
<td>539</td>
</tr>
<tr>
<td>Communications</td>
<td>497</td>
</tr>
<tr>
<td>IT</td>
<td>488</td>
</tr>
<tr>
<td>Purchasing</td>
<td>343</td>
</tr>
<tr>
<td>HR</td>
<td>292</td>
</tr>
<tr>
<td>Marketing</td>
<td>219</td>
</tr>
</tbody>
</table>

Source: BPA statement, June 2020

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.

— Statewide Association General Manager

RE Magazine Influence and Action

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

- Associated ads with respective brands: 81%
- Liked one or more ads: 91%
- Have improved opinion: 65%
- Became newly aware of a product/service: 77%
- Engaged in a preliminary buying behavior*: 37%
- Engaged in an active buying behavior**: 35%

* 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.

Source: Baxter Research Study, June 2020
### RE MAGAZINE 2021 EDITORIAL CALENDAR

Due to an ongoing magazine redesign, some of these features and departments may change.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CEO Close-Up Conference</td>
<td>TechAdvantage</td>
<td>Free Ad Study</td>
<td>Buyer's Guide</td>
<td>Free Ad Study</td>
<td></td>
</tr>
<tr>
<td>RESERVATION DEADLINE</td>
<td>11/23/20</td>
<td>12/31/20</td>
<td>01/26/21</td>
<td>02/25/21</td>
<td>03/25/21</td>
<td>04/26/21</td>
</tr>
<tr>
<td>AD MATERIAL DEADLINE</td>
<td>11/30/20</td>
<td>01/06/21</td>
<td>02/03/21</td>
<td>03/03/21</td>
<td>03/31/21</td>
<td>05/04/21</td>
</tr>
</tbody>
</table>

### FEATURE ARTICLES

- **COVER**: Diversity, Equity, and Inclusion
- **FEATURE**: Changing the future of diversified communities
- **Tech**: Transmission supergrid

### PROJECT PROFILES

- **Co-op Case Study Submissions Due**: 09/01/20
- **Co-op Case Study Submissions Due**: 10/10/20
- **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**

### SPECIAL SUPPLIES

- **Value-Added Service for Advertisers**: Complimentary Display Advertising, Reader Response Study by Baxter Research
- **Safety Products Showcase Insert**: 2021 RE Magazine BUYER’S GUIDE: The Purchasing Source for Electric Cooperatives
- **Value-Added Service for Advertisers**: Complimentary Display Advertising Reader Response Study by Baxter Research
- **Special Insert**: Skills & Training Opportunities

### ADDITIONAL DISTRIBUTION

- **Event dates subject to change**

### ESTIMATED MAIL DATE

- 12/23/20
- 01/29/21
- 02/25/21
- 03/25/21
- 04/23/21
- 05/27/21

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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<tbody>
<tr>
<td>RESERVATION DEADLINE</td>
<td>05/25/21</td>
<td>06/25/21</td>
<td>07/22/21</td>
<td>08/24/21</td>
<td>09/24/21</td>
<td>10/26/21</td>
</tr>
<tr>
<td>AD MATERIAL DEADLINE</td>
<td>06/02/21</td>
<td>07/05/21</td>
<td>08/04/21</td>
<td>09/01/21</td>
<td>10/04/21</td>
<td>11/03/21</td>
</tr>
</tbody>
</table>

### FEATURE ARTICLES

- **Cover**: Duane Highway profile
- **Feature**: Are small-scale advanced reactors ready for prime time?
- **Feature**: Oil and Gas Futures
- **Tech**: Generation innovations
- **Cover**: Modernizing the cooperative grid

### PROJECT PROFILES

- **Highlights how vendors help electric cooperatives solve challenges**

### MARKETPLACE

- **New/enhanced products and services from trusted vendors**

### SPECIAL SUPPLIES

- **Value-Added Service for Advertisers**: Complimentary Display Advertising Reader Response Study by Baxter Research

### ADDITIONAL DISTRIBUTION

- **Event dates subject to change**

### ESTIMATED MAIL DATE

- 06/25/21
- 07/27/21
- 08/26/21
- 09/27/21
- 10/26/21
- 11/29/21
RE MAGAZINE PRINT ADVERTISING

RATES

<table>
<thead>
<tr>
<th>PAGE LAYOUT</th>
<th>1 X FREQUENCY RATE</th>
<th>6 X FREQUENCY RATE</th>
<th>12 X FREQUENCY RATE</th>
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</thead>
<tbody>
<tr>
<td>A Two-Page Spread Bleed</td>
<td>$10,185</td>
<td>$9,285</td>
<td>$8,485</td>
</tr>
<tr>
<td>B Two-Page Spread Non-Bleed</td>
<td>$10,185</td>
<td>$9,285</td>
<td>$8,485</td>
</tr>
<tr>
<td>C Full-Page Bleed</td>
<td>$5,945</td>
<td>$5,045</td>
<td>$4,245</td>
</tr>
<tr>
<td>D Full-Page Non-Bleed</td>
<td>$5,945</td>
<td>$5,045</td>
<td>$4,245</td>
</tr>
<tr>
<td>E Two-Thirds Page</td>
<td>$5,075</td>
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<td>$3,375</td>
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<tr>
<td>F One-Half Page Horizontal</td>
<td>$4,355</td>
<td>$3,455</td>
<td>$2,655</td>
</tr>
<tr>
<td>G One-Half Page Island</td>
<td>$4,355</td>
<td>$3,455</td>
<td>$2,655</td>
</tr>
<tr>
<td>H One-Third Page Vertical</td>
<td>$3,640</td>
<td>$2,740</td>
<td>$1,940</td>
</tr>
<tr>
<td>I One-Third Page Horizontal</td>
<td>$3,640</td>
<td>$2,740</td>
<td>$1,940</td>
</tr>
<tr>
<td>J One-Quarter Page</td>
<td>$3,385</td>
<td>$2,485</td>
<td>$1,685</td>
</tr>
<tr>
<td>K One-Sixth Page</td>
<td>$2,730</td>
<td>$1,830</td>
<td>$1,030</td>
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<tr>
<td>C2 Cover 2</td>
<td>$7,065</td>
<td>$6,165</td>
<td>$5,365</td>
</tr>
<tr>
<td>C3 Cover 3</td>
<td>$7,015</td>
<td>$6,115</td>
<td>$5,315</td>
</tr>
<tr>
<td>C4 Cover 4</td>
<td>$7,870</td>
<td>$6,970</td>
<td>$6,170</td>
</tr>
<tr>
<td>C5 Gatefold Cover</td>
<td>$21,205</td>
<td>$20,305</td>
<td>$19,505</td>
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SPECs

<table>
<thead>
<tr>
<th>DISPLAY ADVERTISING INTERIOR PAGE POSITION</th>
<th>TRIM SIZE</th>
<th>LIVE AREA</th>
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<tbody>
<tr>
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<td>16.125 x 10.875</td>
<td>15.875 x 10.625</td>
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<td>B Two-Page Spread Non-Bleed</td>
<td>16.125 x 10.875</td>
<td>15 x 10</td>
</tr>
<tr>
<td>C Full-Page w/Bleed</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
<tr>
<td>D Full-Page Non-Bleed</td>
<td>8.125 x 10.875</td>
<td>7 x 10</td>
</tr>
<tr>
<td>E Two-Thirds Page</td>
<td>4.375 x 9.375</td>
<td></td>
</tr>
<tr>
<td>F One-Half Page Horizontal</td>
<td>6.625 x 4.875</td>
<td></td>
</tr>
<tr>
<td>G One-Half Page Island</td>
<td>4.365 x 7.0975</td>
<td></td>
</tr>
<tr>
<td>H One-Third Page Vertical</td>
<td>2.0972 x 9.375</td>
<td></td>
</tr>
<tr>
<td>I One-Third Page Square</td>
<td>4.365 x 4.5972</td>
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</tr>
<tr>
<td>J One-Quarter Page</td>
<td>3.2452 x 4.6875</td>
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<tr>
<td>K One-Sixth Page</td>
<td>2.0972 x 4.5675</td>
<td></td>
</tr>
<tr>
<td>C Cover 2</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
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<td>C Cover 3</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
<tr>
<td>C Cover 4</td>
<td>8.125 x 10.875</td>
<td>7.875 x 10.625</td>
</tr>
<tr>
<td>C Gatefold: Inquire</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

SPECIAL ANNUAL ISSUES:
FEBRUARY: Official TechAdvantage preview guide with exhibitor listings
APRIL: Safety Products Showcase Insert
MAY: RE Magazine Buyer’s Guide issue — The purchasing source for electric cooperatives
JULY: Membership Directory of Electric Cooperatives and Affiliated Organizations
AUGUST: Co-op Broadband Case Studies Insert
OCTOBER: Operations, Safety & Maintenance issue

QUARTERLY AD STUDY
MARCH, JUNE, SEPTEMBER AND DECEMBER
Complimentary display advertising readership study conducted by Baxter Research. Companies who advertise in these issues receive a free ad study report with metrics on the effectiveness of their ad campaign with RE Magazine subscribers. Reports include direct audience feedback with comments on each ad studied. A sample study can be found here: electric.coop/advertisingperks

Inquire
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 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.

Pricing:
- 2 Pages . . . . . . . . . . . . . . . . . . . . . . $11,750
- 3 Pages . . . . . . . . . . . . . . . . . . . . . . $15,500
- 4 Pages . . . . . . . . . . . . . . . . . . . . . . $18,450

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.

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.
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
- 62,000 monthly users
- 230,000+ monthly pageviews
- 75,000+ e-newsletter subscribers

Google Analytics, January-June 2020

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>BONUS! NEWSLETTER AD SIZE</th>
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<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>
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</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>$1,300 /week</td>
</tr>
<tr>
<td>Second Button</td>
<td>200 x 200 px</td>
<td>$1,000 /week</td>
</tr>
</tbody>
</table>

Submission Instructions:
- Accepted files: jpg, png, gif.
- Click tags are not 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.

Please visit cooperative.com to see actual website placements.
RE MAGAZINE PHOTO CHALLENGE SPONSORSHIP

Each month, themed photo contests promote participation from electric cooperative employees across the country. Photo submissions depict things like sweeping rural landscapes, lineworkers working to keep the lights on, and co-op employees engaging with their members and their communities.

A month-long sponsorship includes numerous opportunities for company branding in and around the photo galleries. Participation will ensure that your brand receives the most exposure and your message resonates with electric cooperatives. Book today as this opportunity is limited to one sponsor per month!

Digital Audience: 80,000+ average monthly views (includes website and e-newsletter views)
Print Audience: 23,000+ RE Magazine subscribers.

Pricing
$2,500 per month
$6,000 per quarter

Specifications

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>SIZE</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
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<td>1</td>
<td>Button</td>
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<tr>
<td>2</td>
<td>Interstitial</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>3</td>
<td>Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Top Leaderboard</td>
<td>517 x 77 px</td>
</tr>
<tr>
<td>5</td>
<td>Button</td>
<td>200 x 200 px</td>
</tr>
<tr>
<td>Print Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Name &amp; logo of Sponsor*</td>
<td>TBD</td>
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*To be used on print edition announcing the monthly photo challenge winner
ALONG THOSE LINES PODCAST

NRECA’s award-winning podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.

Podcast listeners often take action in direct response to hearing a sponsorship message:

- **45%** visit a sponsor’s website*
- **42%** consider a new product or service*
- **37%** gather more information about a product or company*

* IAB-Edison Research Podcast Advertising Study 2016

Podcast Advertising

Advertisers receive a variety of mentions throughout the podcast episode.

**EACH EPISODE INCLUDES:**

- Pre-roll ad (15 seconds), placed before the show content begins.
- Mid-roll ad (30 seconds), generally placed mid-show (40-70% into content).
- End recognition and thank you from our podcast host.

**PRICE**

$3,000 per episode

Pictured: Scot Hoffman, Along Those Lines podcast host and RE Magazine editor
EVENT SPONSORSHIPS

Engage with NRECA and our electric cooperative members face-to-face at one or more of our annual events. Sponsorship allows you to interact with decision-makers, gain visibility in the cooperative marketplace, generate awareness, introduce products and services, and build your brand.

Visit cooperative.com/sponsorships for more details.

CEO Close-Up Conference
January 13-16, 2021 | Amelia Island, FL
Approx. 500 Attendees
74% CEO, General Manager
26% Other Co-op Executive Staff

NRECA PowerXchange
(formerly NRECA Annual Meeting)
February 18-24, 2021 | Online
Approx. 4,500 Attendees
62% Board of Directors
24% Other Co-op Executive and Management Level Staff
14% CEO, General Manager

TechAdvantage® Experience
February 21-24, 2021 | Online
Approx. 900 Attendees
52% Engineering and Operations Staff
23% Information Technology Staff
10% Supply Chain Management Staff
15% Other Co-op Staff

Directors Conference
March 21-24, 2021 | Austin, TX
Approx. 650 Attendees
95% Board of Directors
5% Other Co-op Staff

Safety Leadership Summit
April 6-8, 2021 | Orlando, FL
Approx. 590 Attendees
25% Safety, Loss Control, Risk Management Directors and Specialists
25% Line Technicians and Foremen
15% Operations and Engineering

CONNECT Conference
May 4-6, 2021 | Nashville, TN
Approx. 500 Attendees
65% Marketing and Communications Staff
23% Member Services Staff
12% Other Communications Staff

INTERACT
July 12-14, Boston, MA
Approx. 450 Attendees per location
60% Director and Management Level Staff
17% Administration Staff
13% Accounting Staff
10% Other Co-op Staff

Tax, Finance and Accounting Conference for Cooperatives
July 31-August 3, 2021 | Orlando, FL
Approx. 500 Attendees
NRECA and NSAC Members
55% Electric Co-op Specific Accountants
30% Non-electric Co-op Accountants
15% Other Electric Co-op Staff

Regional Meetings
Regions 1 & 4 | Sept 8-10 | National Harbor, MD
Regions 5 & 6 | Sept 15-17 | Minneapolis, MN
Regions 7 & 9 | Sept 29-30 | Sacramento, CA
Regions 2 & 3 | Oct 5-7 | Birmingham, AL
Regions 8 & 10 | Oct 13-15 | Albuquerque, NM
Attendees range from 700-1,200 per location
70% Board of Directors
30% Other Co-op Staff

PowerUP Conference
Oct. 11-13, 2021 | Austin, TX
Approx. 300 Attendees
76% Administrative Staff
24% Other Co-op Staff

Dates are subject to change
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