



ACCESS.  
ENGAGEMENT.  
RESULTS.

## 2021 Media Kit

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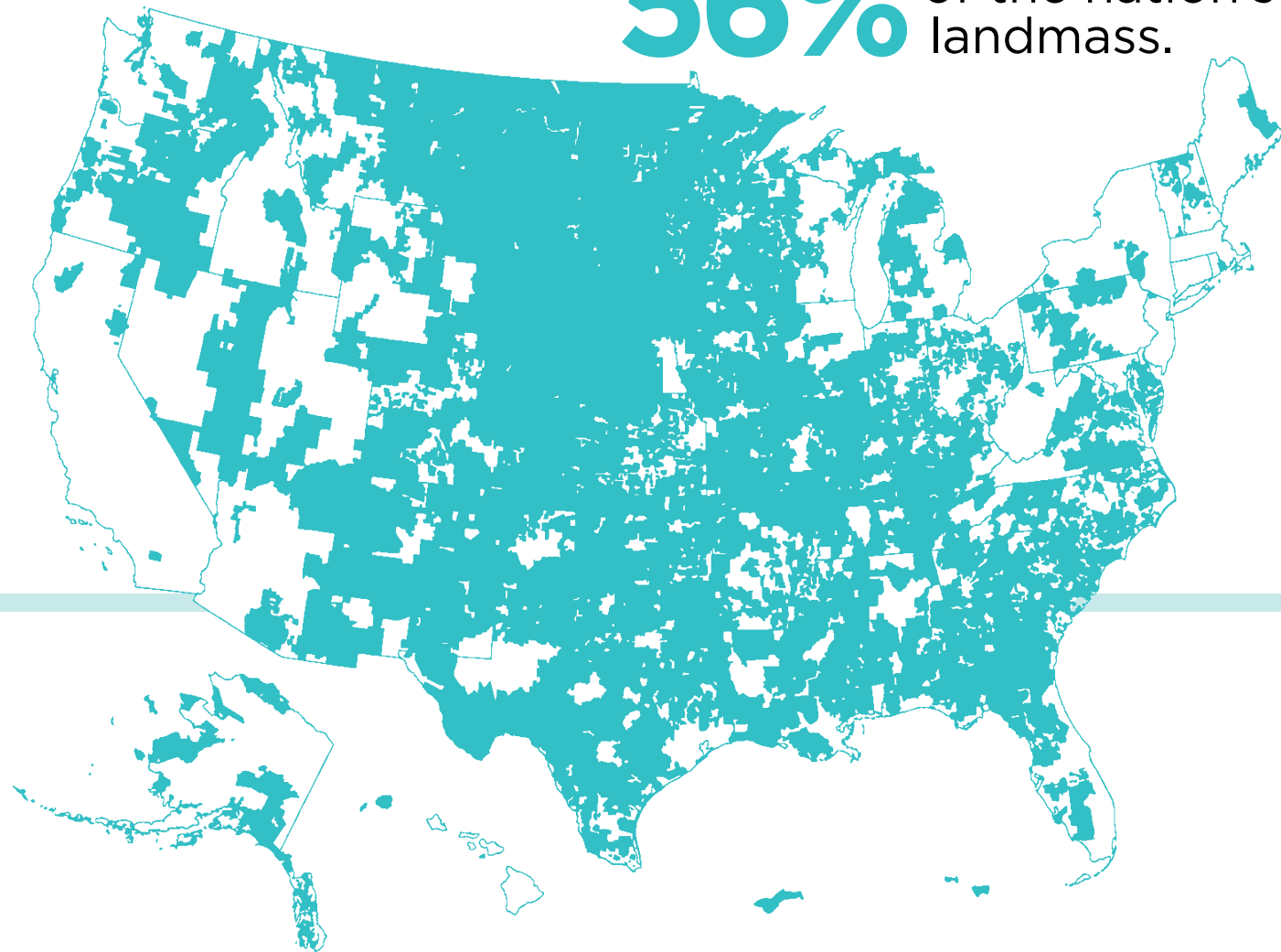
# ENGAGE WITH ELECTRIC COOPERATIVES,

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 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.

63 generation and transmission cooperatives...

...power  
**56%** of the nation's  
landmass.



...own and maintain  
**42%** <sup>[2.6 million miles]</sup>  
of U.S. electric  
distribution lines.

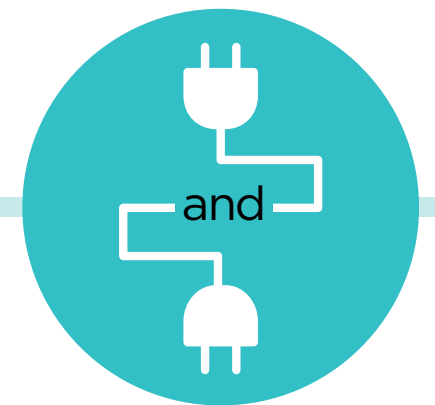
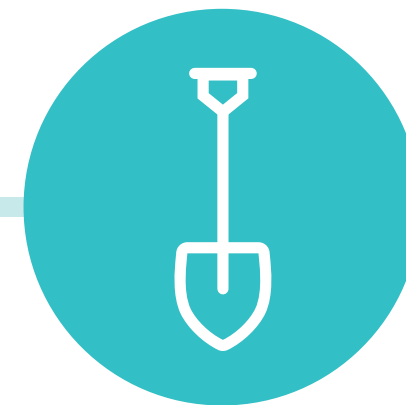
...power more than  
**20 million**  
businesses, homes,  
schools and farms.

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

# GET A MARKET EXPERT BEHIND YOUR EFFORTS.

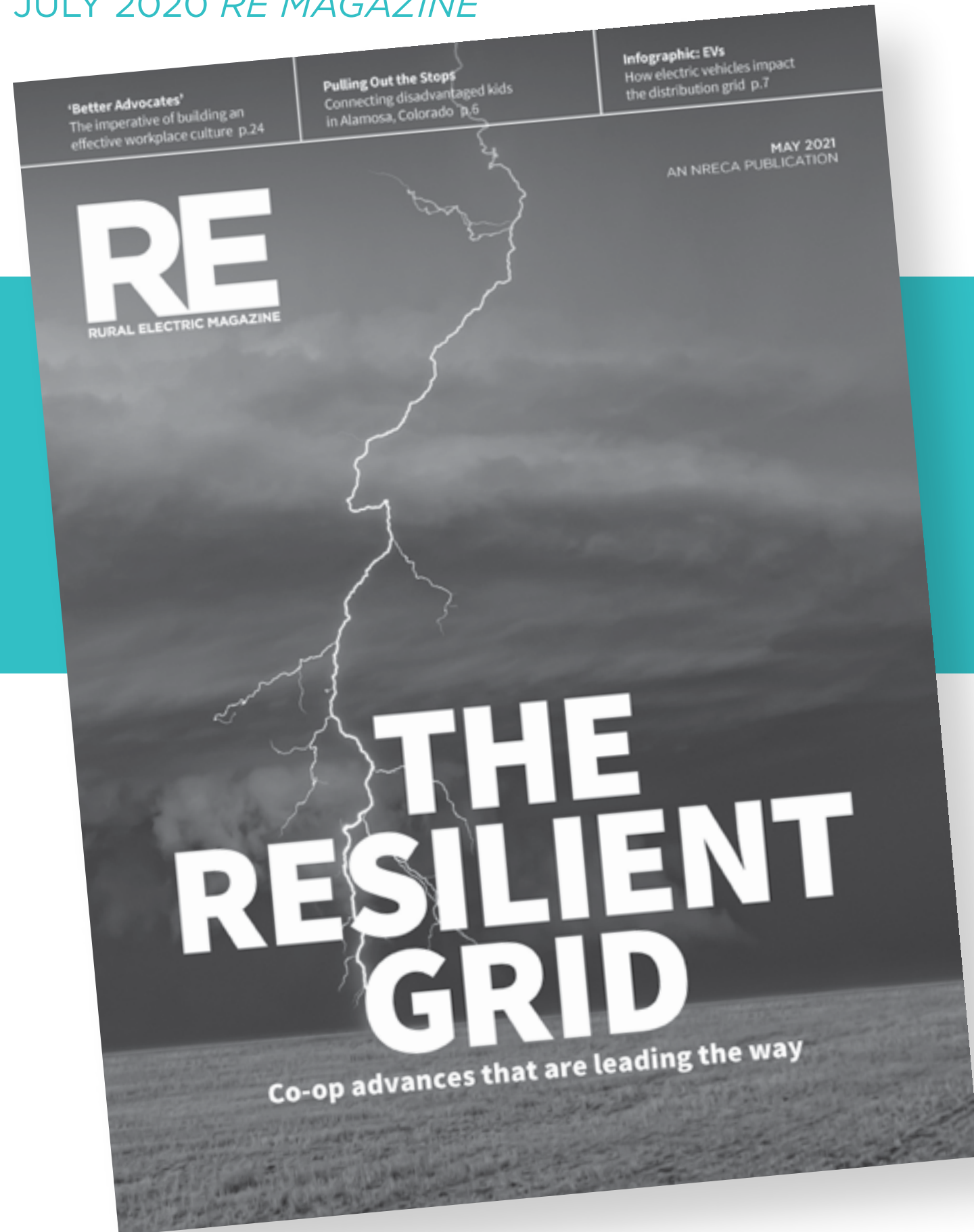
Our National Account Management team is the best resource to connect you with the co-op market. With more than 50 years of combined experience in the electric cooperative industry, our team can guide you to opportunities that will maximize your investment and get the results you need. Our access to the 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				
BENEFITS	PLATINUM (\$15,000/Year)	GOLD (\$8,500/Year)	SILVER (\$2,000/Year)	
One complimentary attendee registration at NRECA's CEO Close-Up Conference	X			
One complimentary high-top table display at NRECA's CEO Close-Up Conference	X			
Discounts on <i>RE Magazine</i> print advertising (50% discount — maximum annual discount of \$8,500 for Platinum members and \$5,500 for Gold members)	X	X		
Discounts on TechAdvantage® Exhibit Space (50% discount — maximum annual discount of \$5,000 for Platinum members and \$2,500 for Gold members)	X	X		
VIP Lounge access at TechAdvantage®	X	X		
Access to cooperative employee contact information from NRECA's database for direct mail and email purposes (limit of 4,000 contacts per quarter)	X	X		
Access to cooperative employee contact information from NRECA's database for direct mail purposes (limit of 4,000 contacts per quarter)	X	X	X	
Invitation to most NRECA events and webinars with a discounted member registration rate	X	X	X	
Complimentary subscription to <i>RE Magazine</i>	X	X	X	
Access to NRECA cooperative market demographic information	X	X	X	
Priority booth space selection for the TechAdvantage® Expo	X	X	X	
Opportunities to submit editorial content to <i>RE Magazine</i>	X	X	X	
Opportunities to collaborate with NRECA's Business & Technology Strategies group on co-op market research projects	X	X	X	
Listing in <i>RE Magazine's</i> Online Buyer's Guide	X	X	X	
Print Listing in <i>RE Magazine's</i> Annual Buyer's Guide Issue	X	X	X	
Listing in NRECA's Annual Membership Directory	X	X	X	
NRECA Associate Member logo for use in print and digital advertising	X	X	X	
NRECA's social media accounts will follow your company on Twitter	X	X	X	

Visit [electric.coop/associate-membership](http://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.

**23K+**  
RE Magazine  
print subscribers

**75K+**  
NRECA News  
e-newsletter  
recipients

**21K+**  
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 issues<sup>1</sup>

**76%** read most issues<sup>1</sup>

**49%** participate in purchasing decisions<sup>3</sup>

### Readership Breakdown

**92%** Distribution Cooperatives, Public Power Districts and Public Utility Districts<sup>2</sup>

**7%** Generation and Transmission Cooperatives<sup>2</sup>

**1%** Statewide Organizations<sup>2</sup>

### Reach

**19,820** Qualified, Paid Subscribers<sup>2</sup>

**39,640** Pass-Along Readership<sup>3</sup>

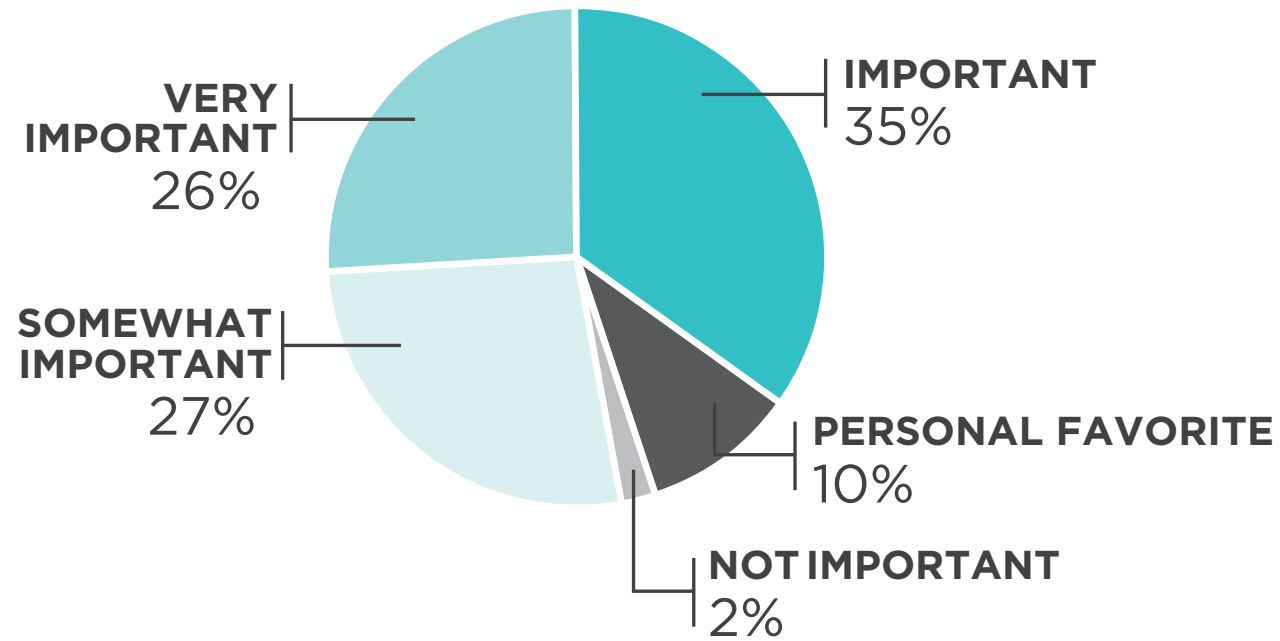
<sup>1</sup> NRECA Market Research Services, 2016

<sup>2</sup> BPA Brand Report, June 2020

<sup>3</sup> Baxter Research study, June 2020  
Readership based on mean pass-along rate (1.0)

### RE Magazine vs. other trade publications

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



Source: Baxter Research Study, June 2020

### 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.*



Source: Baxter Research Study, June 2020

### Breakout of Circulation by Job Function

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

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

\* Quote from RE Magazine's quarterly ad study, conducted by Baxter Research Center.

# RE MAGAZINE 2021 EDITORIAL CALENDAR

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

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage	Free Ad Study		Buyer's Guide	Free Ad Study
<b>RESERVATION DEADLINE</b>	11/23/20	12/31/20	01/26/21	02/25/21	03/25/21	04/26/21
<b>AD MATERIAL DEADLINE</b>	11/30/20	01/06/21	02/03/21	03/03/21	03/31/21	05/04/21
<b>FEATURE ARTICLES</b>	<b>Cover:</b> Co-op Diversity, Equity, and Inclusion <b>Feature:</b> Passed over <b>Feature:</b> Survey on how co-ops performed during the pandemic <b>Tech:</b> Co-op fiber to the meter	<b>Cover:</b> Co-op of the future ( <i>illustrated feature</i> ) <b>Feature:</b> Changing co-op workplace <b>Tech:</b> Transmission supergrid	<b>Cover:</b> Has COVID changed co-ops forever? <b>Feature:</b> Puerto Rico cooperative effort <b>Feature:</b> Women and co-ops <b>Tech:</b> Real-time data	<b>Cover:</b> Carbon-free by... <b>Feature:</b> EVs and load management <b>Feature:</b> Smart communities <b>Tech:</b> Microgrid tech	<b>Cover:</b> Modernizing the cooperative grid <b>Feature:</b> Co-op Comms <b>Feature:</b> Members going off-grid <b>Feature:</b> The rise of third-party group <b>Tech:</b> Physical security	<b>Cover:</b> Steal this magazine - creative co-op ideas for you to use <b>Feature:</b> E&T <b>Feature:</b> Wildfires <b>Tech:</b> Smart home/smart grid technologies due to improved fiber networks
<b>PROJECT PROFILES</b> Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/20	Co-op Case Study Submissions Due: 10/01/20	Co-op Case Study Submissions Due: 11/01/20	Co-op Case Study Submissions Due: 12/01/20	Co-op Case Study Submissions Due: 01/02/21	Co-op Case Study Submissions Due: 02/01/21
<b>MARKETPLACE</b> New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/20	Product or Service Releases Due: 12/01/20	Product or Service Releases Due: 01/02/21	Product or Service Releases Due: 02/01/21	Product or Service Releases Due: 03/01/21	Product or Service Releases Due: 04/01/21
<b>SPECIAL SUPPLEMENTS</b>		Special Feature: NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage Experience "The Official" Preview Guide w/ Exhibitor List	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	Safety Products Showcase Insert	2021 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! <i>View Online</i> Buyer's Guide: <i>rebuyersguide.nreca.coop/</i>	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research <b>Special Insert:</b> Edu. & Training Opportunities
<b>ADDITIONAL DISTRIBUTION</b> <i>Event dates subject to change</i>	NET 2021 (NRECA Touchstone Energy® New & Emerging Technologies Conference) Feb 1-3, 2021 Indian Wells, CA		NRECA Directors Conference 2021 March 21-24, 2021 Austin, TX	DistribuTECH 2021 March 30-April 1, 2021 Orlando, FL NRECA Safety Leadership Summit April 6-8, 2021 Orlando, FL IEEE Rural Electric Power Confer & Expo April 26-30, 2021 Location TBA	NRECA & Touchstone Energy® CONNECT 2021 Conference May 4-6, 2021 Nashville, TN	FiberConnect Mid-June 2021 Gaylord Texan Resort, TX UTC Telecom & Technology 2021 June 21-25, 2021 Portland, OR
<b>ESTIMATED MAIL DATE</b>	12/23/20	01/29/21	02/25/21	03/25/21	04/23/21	5/27/21

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
<b>RESERVATION DEADLINE</b>	05/25/21	06/25/21	07/27/21	08/24/21	09/24/21	10/26/21
<b>AD MATERIAL DEADLINE</b>	06/02/21	07/05/21	08/04/21	09/01/21	10/04/21	11/03/21
<b>FEATURE ARTICLES</b>	<b>Cover:</b> Duane Highley profile <b>Feature:</b> Are small-scale advanced reactors ready for prime time? <b>Feature:</b> Oil and Gas Futures <b>Tech:</b> Generation innovations	<b>Cover:</b> Supply chain problems <b>Tech:</b> Broadband: Over or under design considerations   Pole attachment challenges   RADWIND case study	<b>Cover:</b> Emerging partners: co-ops and environmental groups <b>Feature:</b> BE/EVs and AG equipment <b>Tech:</b> Outage Data Initiative Nationwide   Substation sensors/robots	<b>Cover:</b> Safety <b>Feature:</b> Serving hemp operations <b>Tech:</b> Cybersecurity weak links/disaster recovery   Hand-free tools and devices   Disaster response	<b>Cover:</b> International Program <b>Feature:</b> Serving Low-income regions <b>Tech:</b> AI/predictive analytics   System Visibility   DCIP-BTS military program	<b>Cover:</b> Technology trends <b>Feature:</b> Holiday feature <b>Tech:</b> Beneficial electrification innovations   EVs and load management   RADWIN update
<b>PROJECT PROFILES</b> Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/21	Co-op Case Study Submissions Due: 04/01/21	Co-op Case Study Submissions Due: 05/01/21	Co-op Case Study Submissions Due: 06/01/21	Co-op Case Study Submissions Due: 07/01/21	Co-op Case Study Submissions Due: 08/01/21
<b>MARKETPLACE</b> New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/21	Product or Service Releases Due: 06/01/21	Product or Service Releases Due: 07/01/21	Product or Service Releases Due: 08/01/21	Product or Service Releases Due: 09/01/21	Product or Service Releases Due: 10/01/21
<b>SPECIAL SUPPLEMENTS</b>	2021 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, & Affiliate Members)	Co-op Broadband Case Studies Insert	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
<b>ADDITIONAL DISTRIBUTION</b> <i>Event dates subject to change</i>		2021 CEO Close-Up Aug 18-21, 2021 Amelia Island, FL	NRECA Region Meetings 1&4 Sept 8-10, 2021 Nat'l Harbor, MD NRECA Region Meetings 5&6 Sept 15-17, 2021 Minneapolis, MN NRECA Region Meetings 7&9 Sept 28-30, 2021 Las Vegas, NV	ICUEE, now The Utility Expo 2021 Sept 28-30, 2021 Louisville, KY 2021 PowerUp Conference Oct 11-13, 2021 Austin, TX NRECA Region Meetings 2&3 Oct 5-7, 2021 Birmingham, AL NRECA Region Meetings 8&10 Oct 19-21, 2021 Dallas, TX		
<b>ESTIMATED MAIL DATE</b>	06/25/21	07/27/21	08/26/21	09/27/21	10/26/21	11/29/21

# RE MAGAZINE PRINT ADVERTISING



## RATES

PAGE LAYOUT (See diagram above)	1 X FREQUENCY RATE			6 X FREQUENCY RATE			12 X FREQUENCY RATE		
	4/Color	2/Color	B/W	4/Color	2/Color	B/W	4/Color	2/Color	B/W
A Two-Page Spread Bleed	\$10,185	\$9,285	\$8,485	\$9,630	\$8,730	\$7,930	\$9,265	\$8,365	\$7,565
B Two-Page Spread Non-Bleed	\$10,185	\$9,285	\$8,485	\$9,630	\$8,730	\$7,930	\$9,265	\$8,365	\$7,565
C Full-Page Bleed	\$5,945	\$5,045	\$4,245	\$5,665	\$4,765	\$3,965	\$5,480	\$4,580	\$3,780
D Full-Page Non-Bleed	\$5,945	\$5,045	\$4,245	\$5,665	\$4,765	\$3,965	\$5,480	\$4,580	\$3,780
E Two-Thirds Page	\$5,075	\$4,175	\$3,375	\$4,895	\$3,995	\$3,195	\$4,725	\$3,825	\$3,025
F One-Half Page Horizontal	\$4,355	\$3,455	\$2,655	\$4,225	\$3,325	\$2,525	\$4,095	\$3,195	\$2,395
G One-Half Page Island	\$4,355	\$3,455	\$2,655	\$4,225	\$3,325	\$2,525	\$4,095	\$3,195	\$2,395
H One-Third Page Vertical	\$3,640	\$2,740	\$1,940	\$3,580	\$2,680	\$1,880	\$3,450	\$2,550	\$1,750
I One-Third Page Horizontal	\$3,640	\$2,740	\$1,940	\$3,580	\$2,680	\$1,880	\$3,450	\$2,550	\$1,750
J One-Quarter Page	\$3,385	\$2,485	\$1,685	\$3,270	\$2,370	\$1,570	\$3,225	\$2,325	\$1,525
K One-Sixth Page	\$2,730	\$1,830	\$1,030	\$2,665	\$1,765	\$965	\$2,630	\$1,730	\$930
C2 Cover 2	\$7,065	\$6,165	\$5,365	\$6,825	\$5,925	\$5,125	\$6,555	\$5,655	\$4,855
C3 Cover 3	\$7,015	\$6,115	\$5,315	\$6,755	\$5,855	\$5,055	\$6,500	\$5,600	\$4,800
C4 Cover 4	\$7,870	\$6,970	\$6,170	\$7,610	\$6,710	\$5,910	\$7,325	\$6,425	\$5,625
C5 Gatefold Cover	\$21,205	\$20,305	\$19,505	\$20,060	\$19,160	\$18,360	\$18,915	\$18,015	\$17,215

## 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](http://electric.coop/advertisingperks)

## SPECS (updated 3/19/21)

	DISPLAY ADVERTISING INTERIOR PAGE POSITION	TRIM SIZE	LIVE AREA
A	Two-Page Spread w/Bleed	16.125 × 10.875	15.875 x 10.625
B	Two-Page Spread Non-Bleed	16.25 × 10.875	15 x 10
C	Full-Page w/Bleed	8.125 × 10.875	7.875 x 10.625
D	Full-Page Non-Bleed	8.125 × 10.875	7 x 10
E	Two-Thirds Page	4.375 × 9.375	
F	One-Half Page Horizontal	7.125 × 4.875	
G	One-Half Page Island	4.625 × 7.00	
H	One-Third Page Vertical	2.375 × 9.375	
I	One-Third Page Square	4.875 × 4.875	
J	One-Quarter Page	3.375 × 4.875	
K	One-Sixth Page	2.375 × 4.875	
C	Cover 2	8.125 x 10.875	7.875 x 10.625
C	Cover 3	8.125 x 10.875	7.875 x 10.625
C	Cover 4	8.125 x 10.875	7.875 x 10.625
C	Gatefold: <i>Inquire</i>		

## UPLOAD MATERIAL:

<https://nreca.sendmyad.com>

## COLOR:

Specify as CMYK.

## GRAPHICS/IMAGES:

Must be 300 dpi or greater

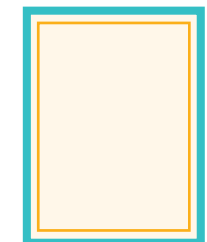
## PAYMENT ADDRESS:

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.*



## Full Page

Page size: 8.375 x 11.125

Trim Size: 8.125 x 10.875

Live Area: 7.875 x 10.625



# RE MAGAZINE 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 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 provide an InDesign template for placing the "ADVERTORIAL / SPONSOR CONTENT" marker on your ad. The details for the advertorial marker are:
  - "ADVERTORIAL/SPONSOR CONTENT" centered at the top of each page.
  - 10 pt Arial font
  - This marker can be black or white text so that it is legible when placed on a photo or colored background.
- Ad dimensions: 7.125" X 9.875", no page numbers, page margins 0.50" 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.

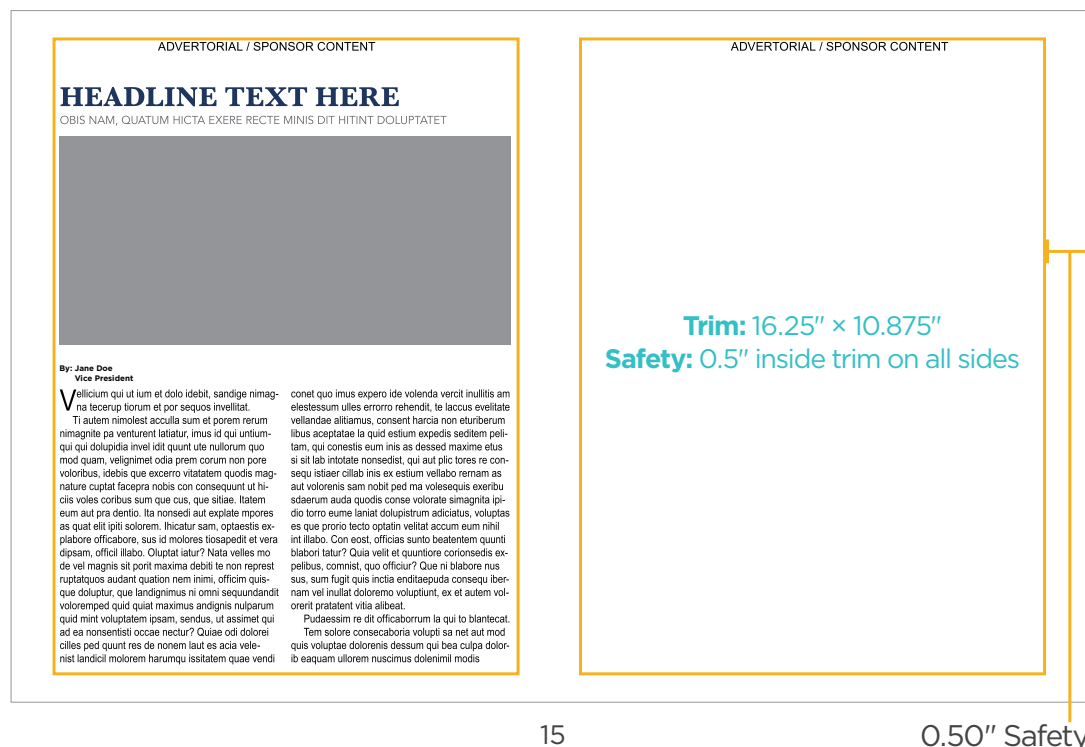
### Pricing:

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.

ISSUE	RESERVATION DEADLINE	WORD DOCUMENT WITH FINAL COPY	FINAL ARTWORK
January	11/02/20	11/09/20	11/16/20
February	12/09/20	12/16/20	12/23/20
March	01/06/21	01/13/21	01/20/21
April	02/03/21	02/10/21	02/17/21
May	03/03/21	03/10/21	03/17/21
June	04/06/21	04/13/21	04/20/21
July	05/03/21	05/10/21	05/19/21
August	06/07/21	06/14/21	06/21/21
September	07/07/21	07/14/21	07/21/21
October	08/04/21	08/11/21	08/18/21
November	09/06/21	09/13/21	09/20/21
December	10/06/21	10/13/21	10/20/21
January 2022	11/03/21	11/10/21	11/17/21



*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

AD TYPE	WEBSITE AD SIZE	RATE	BONUS! NEWSLETTER AD SIZE
Button	300 x 250 px	\$2,400/month	200 x 200 px
Leaderboard	728 x 90 px	\$2,000/month	517 x 77 px

## E-newsletter Advertising

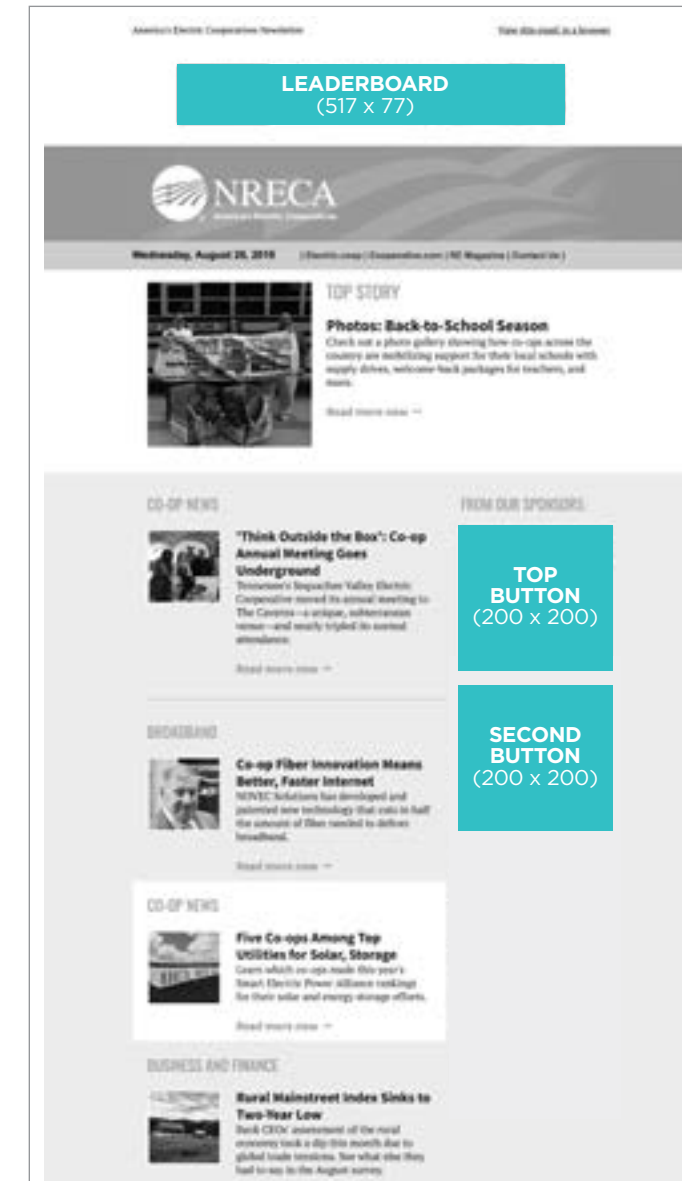
AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 x 200 px	\$1,300 /week
Second Button Ad	200 x 200 px	\$1,000 /week

## Submission Instructions:

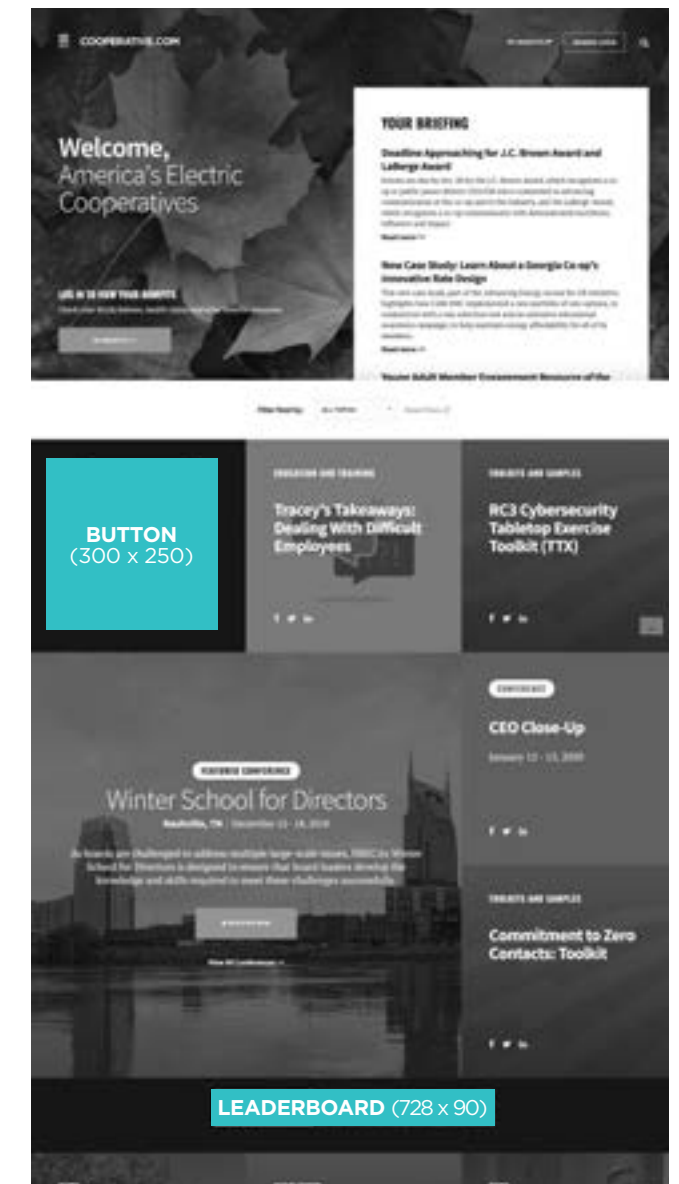
- Accepted files: jpg, png, gif.
- Click tags are not accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore: \_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter sized ad (see specs above).
- Files that are blurred, pixelated, or the copy is too small to read will be rejected.
- If your banner is over white or black background, please add a border to it.

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

## Newsletter



## Website



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

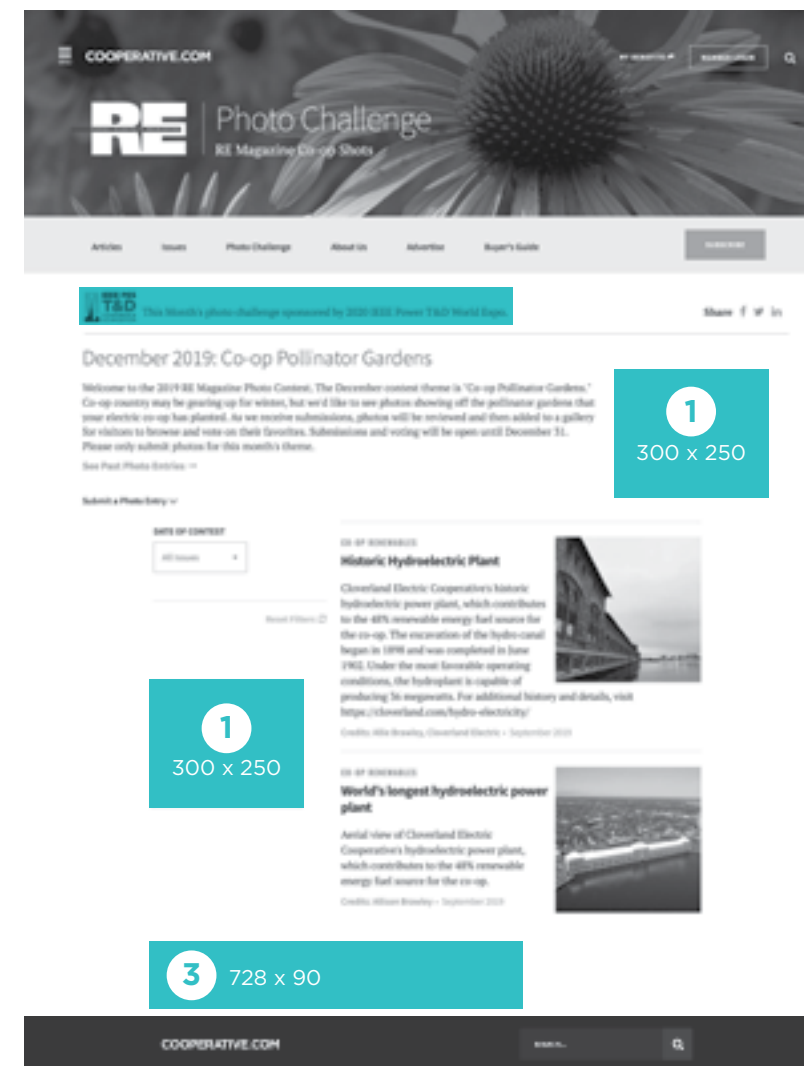
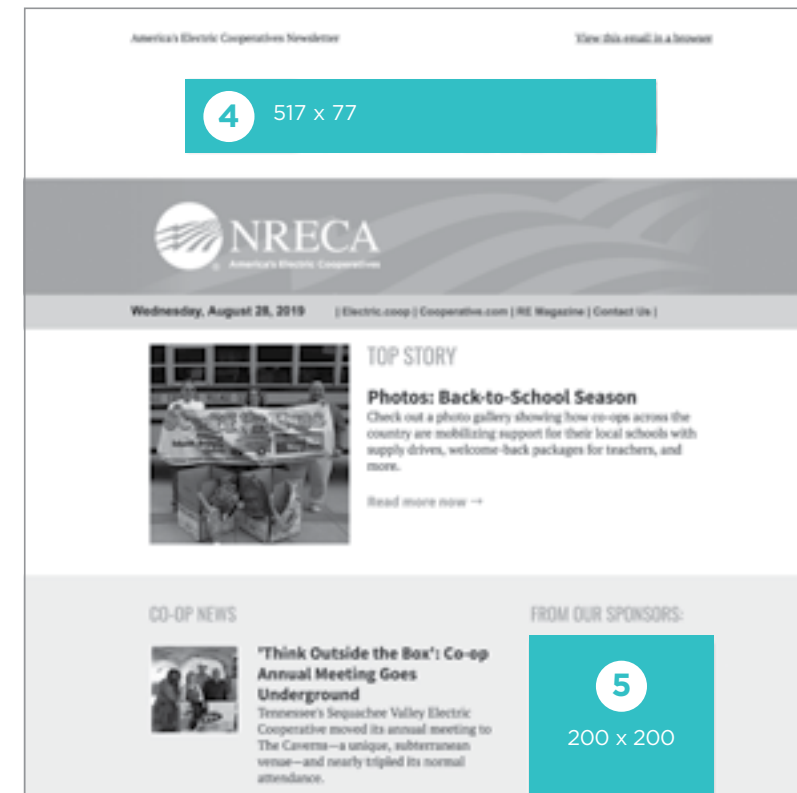
\$6,000 per quarter

## Specifications

AD TYPE	SIZE	PLACEMENT
Website		
1 Button	300 x 250 px	Homepage and past contest pages
2 Interstitial	300 x 250 px	Runs every 5 photos
3 Leaderboard	728 x 90 px	Previous photo contest page
Newsletter		
4 Top Leaderboard	517 x 77 px	4 x in the RE newsletter
5 Button	200 x 200 px	4x in the RE newsletter
Print Edition		
6 Name & logo of Sponsor*	TBD	Co-op Shots Monthly Feature

\*To be used on print edition announcing the monthly photo challenge winner

## Newsletter



## Print Edition





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

## ALONG THOSE LINES PODCAST

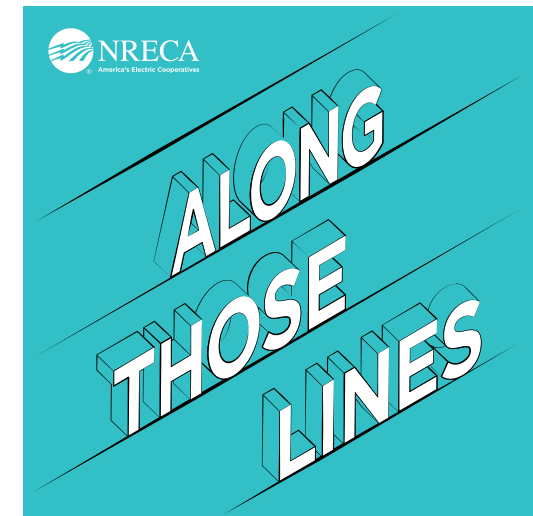
NRECA's award-winning podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.

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\*



### 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.
- Logo branding in the episode guide page: [cooperative.com/news/Pages/Along-Those-Lines-Podcast.aspx](http://cooperative.com/news/Pages/Along-Those-Lines-Podcast.aspx)

#### PRICE

\$3,000 per episode



**DOWNLOAD AT HOME**



**LISTEN ON THE GO**

[electric.coop/podcast](http://electric.coop/podcast)

\*IAB-Edison Research Podcast Advertising Study 2016



## 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](https://cooperative.com/sponsorships) for more details.

### **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**

June 16 -17, 2021 | Online

Approx. 500 Attendees

65% Marketing and Communications Staff

23% Member Services Staff

12% Other Communications Staff

### **INTERACT**

July 12-14 | Online

Approx 450 Attendees per location

60% Director and Management Level

Human Resources Staff

17% Administration Staff

13% Accounting Staff

10% Other Co-op Staff

### **CEO Close-Up Conference**

August 18-21, 2021 | Amelia Island, FL

Approx. 500 Attendees

74% CEO, General Manager

26% Other Co-op Executive Staff

### **TFACC - Collaboration Among Communities**

August 2 - 4, 2021 | Online

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 28 - 30, 2021 | Las Vegas, NV

**Regions 2&3** | Oct 5-7 | Birmingham, AL

**Regions 8&10** | Oct 19 - 21, 2021 | Dallas, TX

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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