



ACCESS.  
ENGAGEMENT.  
RESULTS.

## 2022 Media Kit

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# ENGAGE WITH ELECTRIC COOPERATIVES,

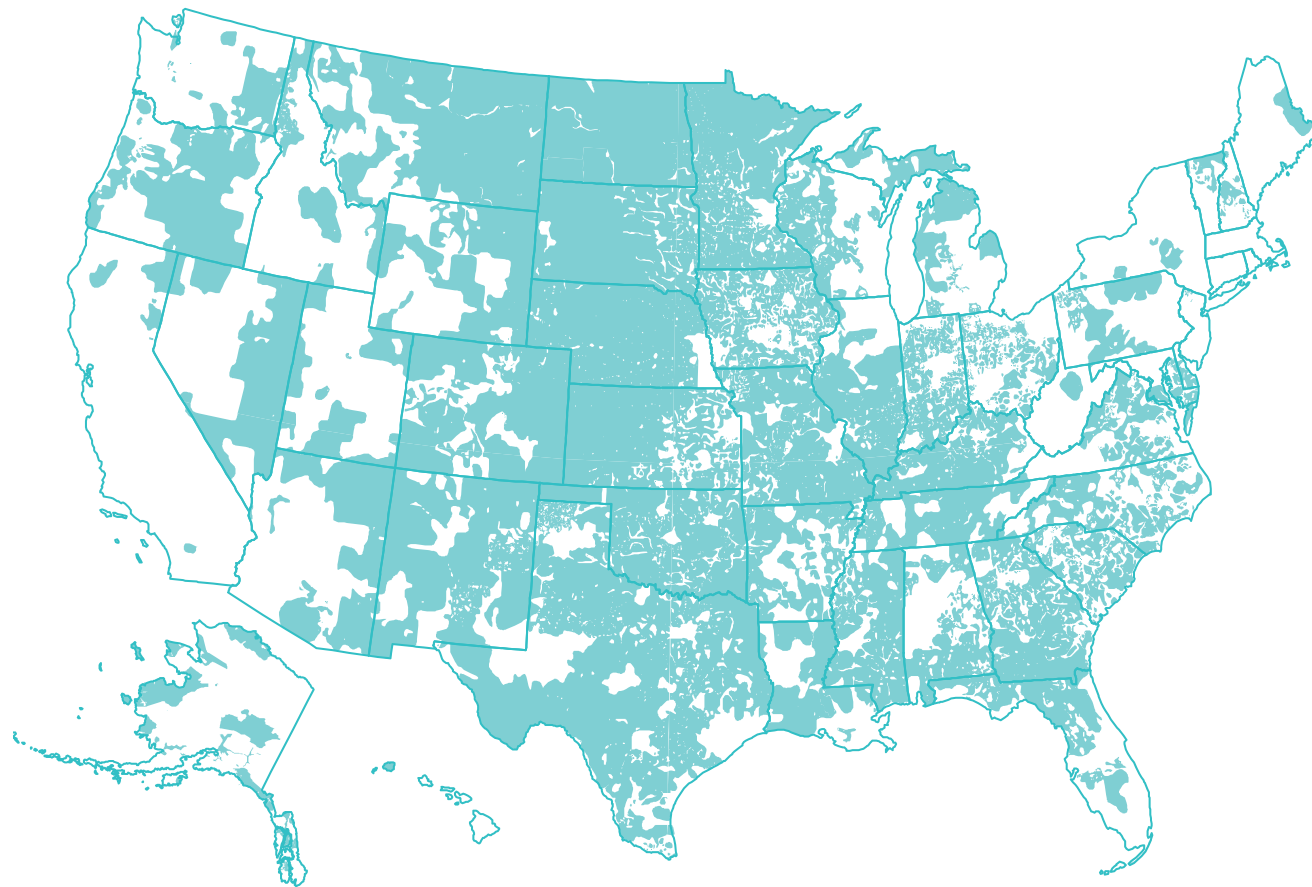
and you'll understand the true meaning of partnership. Electric cooperatives are local, member-owned energy and technology providers whose paramount mission is to enrich their communities with safe, reliable, affordable power. They embrace their role as stewards of our nation's critical infrastructure, 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. During the onset of the COVID-19 pandemic, co-ops led the way in installing broadband to meet demand in unserved and underserved areas.

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 the opportunity to champion their future success.

63 generation & transmission cooperatives...

... power

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



Own and maintain **42%** (2.7 million miles) of U.S. electric distribution lines that serve our communities.

Serve **42 million** people across **2,500+** counties, including **92%** of persistent poverty counties.

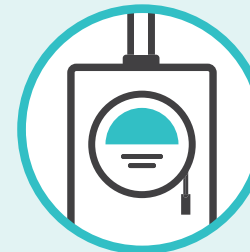
Power over **20 million** businesses, homes, schools and farms in 48 states.

Cooperatives are  
**HUBS OF INNOVATION**



**Broadband:**

More than 200 co-ops are developing or planning to deploy broadband services.



**Smart Meters:**

73% penetration rate of AMI meters, compared to 58% for the rest of the industry.



**Energy Storage:**

Co-ops have developed more than 50 energy storage projects.



**Carbon Capture:**

Co-ops are leading or partnering in several carbon capture research projects.



## 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.

## 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<br>(\$15,000/Year) | GOLD<br>(\$8,500/Year) | SILVER<br>(\$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                        |
| 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](https://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

**67K+**  
NRECA News  
e-newsletter  
recipients

**21K+**  
RE Magazine  
e-newsletter  
recipients

Unrivaled Reach.  
Leadership Audience.  
Powerful Platforms.

## RE MAGAZINE — PRINT ADVERTISING

NRECA's flagship publication, *RE Magazine* underwent a full cover-to-cover redesign in 2021 based 100% on reader feedback. Since 1942, *RE* has been 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%** of subscribers 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

**19,799** Average Qualified, Paid Subscribers<sup>2</sup>

**37,618** Pass-Along Readership<sup>3</sup>

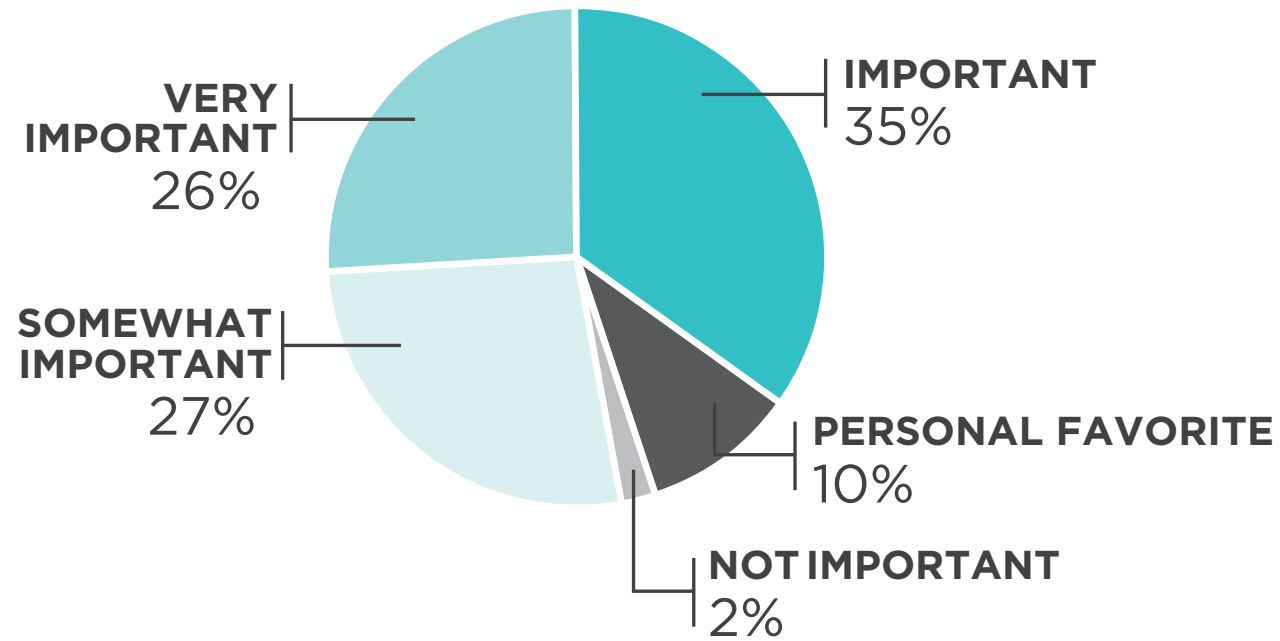
<sup>1</sup> NRECA Market Research Services, 2016

<sup>2</sup> BPA Brand Report, July 2021

<sup>3</sup> Baxter Research Center study, June 2021  
Readership based on mean pass-along rate (0.9)

### 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 2021

### Breakout of Circulation by Job Function

| JOB FUNCTION                      | NUMBER OF SUBSCRIBERS |
|-----------------------------------|-----------------------|
| Member-Elected Board of Directors | 6,776                 |
| Engineering & Operations          | 6,100                 |
| Finance                           | 1,307                 |
| Consumer Member Services          | 1,200                 |
| GM/CEO                            | 1,008                 |
| Legal                             | 710                   |
| Administrative Management         | 558                   |
| IT                                | 507                   |
| Communications                    | 488                   |
| HR                                | 332                   |
| Purchasing                        | 324                   |
| Marketing                         | 213                   |

Source: BPA statement, June 2021

### 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 2021

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 2022 EDITORIAL CALENDAR

DRAFT-SUBJECT TO CHANGE

| ISSUE  | JANUARY  | FEBRUARY  | MARCH  | APRIL   | MAY   | JUNE  |
|--|--|---|--|---|---|---|
|  | CEO Close-Up Conference  | TechAdvantage Experience  | Free Ad Study  |   | Buyer's Guide   | Free Ad Study   |
| RESERVATION DEADLINE   | 11/23/21   | 01/03/22  | 01/31/22   | 02/28/22  | 03/28/22  | 04/28/22  |
| AD MATERIAL DEADLINE   | 12/01/21   | 01/06/22  | 02/03/22   | 03/03/22  | 03/31/22  | 05/03/22  |
| <b>FEATURE ARTICLES</b>  | <p><b>Cover:</b> The promise of electric pick-up trucks</p> <p><b>Feature:</b> Beneficial electrification</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Net metering</li> <li>- Rates structure</li> <li>- Smart thermostats/load shifting</li> </ul> | <p><b>Cover:</b> Blockchain and the utility industry</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>- PowerXchange/TechAdvantage Experience® preview</li> <li>- EV Ag equipment</li> </ul> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- ODIN update</li> <li>- Outage alert innovations</li> <li>- Drones-update on NRECA training program</li> </ul> | <p><b>Cover:</b> How Co-ops are responding to energy transformation/climate change</p> <p><b>Feature:</b> ACCESS project</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Carbon capture</li> <li>- Renewable hybrid power plants</li> <li>- Microgrids</li> </ul> | <p><b>Cover:</b> Evolving G&amp;T/distro relationship</p> <p><b>Feature:</b> Smart communities</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- DG issues</li> <li>- Energy storage</li> <li>- DSO update</li> </ul>              | <p><b>Cover:</b> Co-ops serving iconic brands</p> <p><b>Feature:</b> Fighting scams</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Data – AI</li> <li>- Mass data collection – GIS</li> <li>- Utility uses for augmented and virtual reality</li> </ul> | <p><b>Cover:</b> Community development</p> <p><b>Feature:</b> E&amp;T</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Tech challenges with light commercial accounts</li> <li>- Multispeak</li> <li>- Utility scams</li> </ul> |
| <b>TECH INSIGHTS</b><br>Highlights how manufacturers help electric cooperatives solve challenges | Co-op Case Study Submissions Due: 09/01/21   | Co-op Case Study Submissions Due: 10/01/21  | Co-op Case Study Submissions Due: 11/01/21   | Co-op Case Study Submissions Due: 12/01/21  | Co-op Case Study Submissions Due: 01/02/22  | Co-op Case Study Submissions Due: 02/01/22  |
| <b>NEW PRODUCTS</b><br>New/enhanced products and services from trusted vendors                   | Product or Service Releases Due: 11/01/21  | Product or Service Releases Due: 12/01/21   | Product or Service Releases Due: 01/02/22  | Product or Service Releases Due: 02/01/22   | Product or Service Releases Due: 03/01/22   | Product or Service Releases Due: 04/01/22   |
| <b>INFOGRAPHIC</b>   | Co-op system data explained  | Co-ops and precision Ag   | Beneficial electrification explained   | How utility AI works  | How a hydrogen fuel cells works   | How G&Ts scrub powerplant emissions   |
| <b>SPECIAL SUPPLEMENTS</b>   |  | Special Feature: NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage® Experience<br>"The Official" Preview Guide w/ Exhibitor List   | Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research   | Safety Products Showcase Insert   | 2022 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives!<br><i>View Online Buyer's Guide: rebuyersguide.nreca.coop/</i>   | Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research  |
| <b>ADDITIONAL DISTRIBUTION</b><br><i>Event dates subject to change</i>                           | <p>NRECA CEO Close-up Conference<br/>Jan 9-12, 2022<br/>Phoenix, AZ</p> <p>Distributech International<br/>Jan 26-28, 2022<br/>Dallas, TX</p> <p>NEXT Conference (formerly NET)<br/>Jan 31-Feb 2, 2022<br/>Indian Wells, CA</p>   | <p>NRECA PowerXchange<br/>Mar 6-9, 2022<br/>Nashville, TN</p> <p>NRECA TechAdvantage® Experience<br/>Mar 7-9, 2022<br/>Nashville, TN<br/>techadvantage.org</p>  |  | <p>NRECA Directors Conference 2022<br/>April 2-5, 2022<br/>Austin, TX</p> <p>IEEE Rural Electric Power Confer &amp; Expo<br/>Apr 5-8, 2022<br/>Savannah, GA</p> <p>IEEE PES T&amp;D Confer &amp; Expo<br/>Apr 25-28, 2022<br/>New Orleans, LA</p> | <p>2022 CONNECT Conference<br/>May 3-5, 2022<br/>Seattle, WA</p> <p>UTC Telecom &amp; Technology 2022<br/>May 16-20, 2022<br/>OK</p>  | FiberConnect<br>Jun 9-15, 2022<br>Nashville, TN   |
| ESTIMATED MAIL DATE  | 12/28/21   | 01/28/22  | 02/28/22   | 03/24/22  | 04/22/22  | 05/23/22  |

| ISSUE  | JULY  | AUGUST  | SEPTEMBER   | OCTOBER   | NOVEMBER   | DECEMBER   |
|--|---|---|---|---|--|--|
|  | Membership Directory  |   | Co-op Budget Planning Time  | Co-op Budget Planning Time  | Co-op Budget Planning Time   | Co-op Budget Planning Time   |
| RESERVATION DEADLINE   | 05/27/22  | 06/28/22  | 08/01/22  | 08/29/22  | 09/28/22   | 10/31/22   |
| AD MATERIAL DEADLINE   | 06/01/22  | 07/01/22  | 08/04/22  | 09/01/22  | 10/03/22   | 11/03/22   |
| <b>FEATURE ARTICLES</b>  | <p><b>Cover:</b> Carbon free by ...</p> <p><b>Feature:</b> Drones</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Vegetation management</li> <li>- Going PCB-free</li> <li>- Bird impact mitigation</li> </ul> | <p><b>Cover:</b> Broadband</p> <p><b>Feature:</b> Broadband – RDOF winners' buildouts</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Cryptocurrency operations and co-op load</li> <li>- Using VR</li> <li>- Wildfire mitigation</li> </ul> | <p><b>Cover:</b> Co-ops and federal infrastructure funding</p> <p><b>Feature:</b> Co-ops Vote</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Wood poles update</li> <li>- ITC update</li> <li>- Safety – near misses</li> </ul> | <p><b>Cover:</b> Safety</p> <p><b>Feature:</b> ESSENCE – cybersecurity</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- IT/OT cybersecurity</li> <li>- System hardening</li> <li>- Fighting ransomware</li> </ul>                       | <p><b>Cover:</b> International Program</p> <p><b>Feature:</b> Serving military bases</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Storm hardening</li> <li>- Right-of-way maintenance</li> <li>- Utility robots</li> </ul> | <p><b>Cover:</b> Technology trends</p> <p><b>Feature:</b> Young Adult Member Engagement (YAME)</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Utility truck advances</li> <li>- Broadband safety</li> <li>- Internal comms technologies</li> </ul> |
| <b>TECH INSIGHTS</b><br>Highlights how manufacturers help electric cooperatives solve challenges | Co-op Case Study Submissions Due: 03/01/22  | Co-op Case Study Submissions Due: 04/01/22  | Co-op Case Study Submissions Due: 05/01/22  | Co-op Case Study Submissions Due: 06/01/22  | Co-op Case Study Submissions Due: 07/01/22   | Co-op Case Study Submissions Due: 08/01/22   |
| <b>NEW PRODUCTS</b><br>New/enhanced products and services from trusted vendors                   | Product or Service Releases Due: 05/01/22   | Product or Service Releases Due: 06/01/22   | Product or Service Releases Due: 07/01/22   | Product or Service Releases Due: 08/01/22   | Product or Service Releases Due: 09/01/22  | Product or Service Releases Due: 10/01/22  |
| <b>INFOGRAPHIC</b>   | How does a co-op go carbon-neutral?   | How 5G works  | Modern lineworker safety gear   | How utility scammers work   | How co-ops serve military installations  | Generating power with hydrogen   |
| <b>SPECIAL SUPPLEMENTS</b>   | 2022 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><br><i>Event dates subject to change</i>                           | <p>NRECA INTERACT Conference (HR Conference)<br/>July 10-14, 2022<br/>Phoenix, AZ</p> <p>NRECA Tax, Finance &amp; Accounting Conference for Cooperatives<br/>Jul 31-Aug 3, 2022<br/>San Antonio, TX</p>                         | <p>NRECA INTERACT Conference (HR Conference)<br/>Aug 8-10, 2022<br/>New Orleans, LA</p>   | <p>NRECA Region Meetings 1 &amp; 4<br/>Sep 6-8, 2022<br/>Indianapolis, IN</p> <p>NRECA Region Meetings 5 &amp; 6<br/>Sep 21-23, 2022<br/>Minneapolis, MN</p> <p>NRECA Region Meetings 7 &amp; 9<br/>Sep 27-29, 2022<br/>Portland, OR</p>          | <p>2022 NRECA PowerUp Conference (Executive Admin.)<br/>Oct 3-5, 2022<br/>Savannah, GA</p> <p>NRECA Region Meetings 2 &amp; 3<br/>Oct 10-12, 2022<br/>Hollywood, FL</p> <p>NRECA Region Meetings 8 &amp; 10<br/>Oct 24-26, 2022<br/>Little Rock, AR</p> |  |  |
| ESTIMATED MAIL DATE  | 06/23/22  | 07/25/22  | 08/24/22  | 09/22/22  | 10/24/22   | 11/23/22   |

# RE MAGAZINE PRINT ADVERTISING



## RATES

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

### 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).

## ENHANCED DIGITAL PRESENCE

RE Magazine print editions, including print ads, are converted to digital PDF magazines and archived each month on [cooperative.com/REMagazine](http://cooperative.com/REMagazine).

## SPECS (updated 3/19/21)

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

## UPLOAD MATERIAL:

<https://nreca.sendmyad.com>

## COLOR:

Specify as CMYK.

## GRAPHICS/IMAGES:

Must be 300 dpi or greater

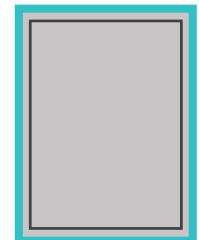
## PAYMENT ADDRESS:

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?

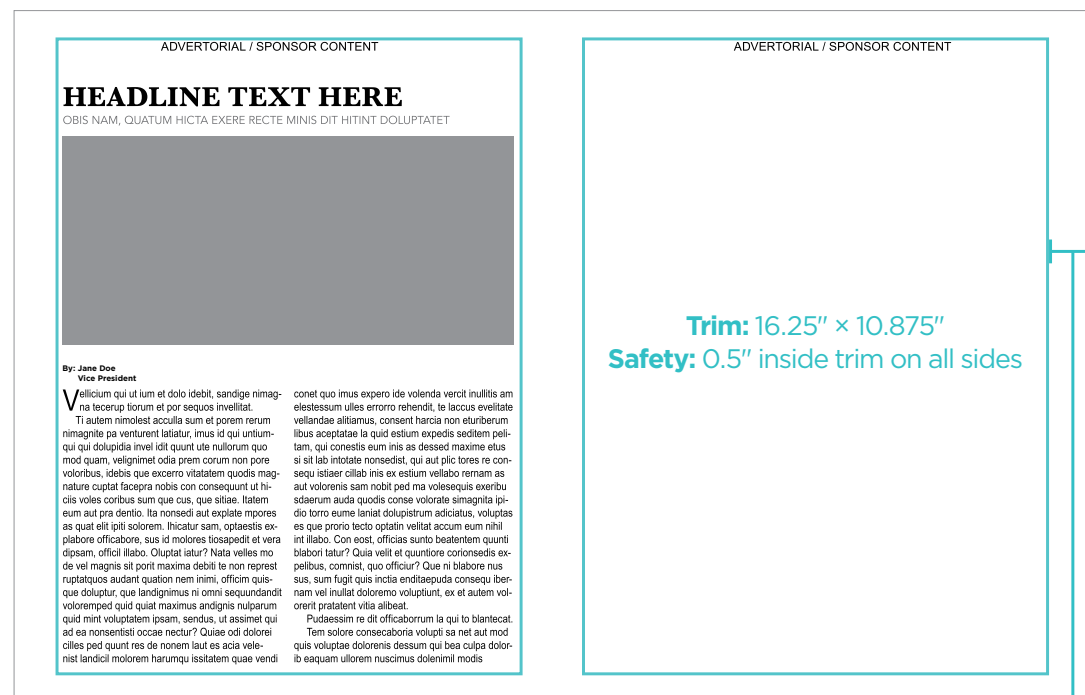
Advertorials are advertising/editorial hybrids. They look similar to a multi-page magazine article, but are written by the advertiser and contain information about a company or its products. Usually written in a journalistic or white paper style and supported with photos and graphics, advertorials engage 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      | 11/02/21             | 11/10/21                      | 11/17/21      |
| February     | 12/09/21             | 12/16/21                      | 12/23/21      |
| March        | 01/06/22             | 01/13/22                      | 01/20/22      |
| April        | 02/03/22             | 02/10/22                      | 02/17/22      |
| May          | 03/03/22             | 03/10/22                      | 03/17/22      |
| June         | 04/05/22             | 04/12/22                      | 04/19/22      |
| July         | 05/04/22             | 05/11/22                      | 05/18/22      |
| August       | 06/03/22             | 06/10/22                      | 06/17/22      |
| September    | 07/07/22             | 07/14/22                      | 07/21/22      |
| October      | 08/04/22             | 08/11/22                      | 08/18/22      |
| November     | 09/01/22             | 09/08/22                      | 09/15/22      |
| December     | 10/06/22             | 10/13/22                      | 10/20/22      |
| January 2022 | 11/03/22             | 11/10/22                      | 11/17/22      |

*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

81,000 registered users

230,000+ monthly pageviews\*

67,000+ e-newsletter subscribers

*Google Analytics, January-June 2021*

## 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

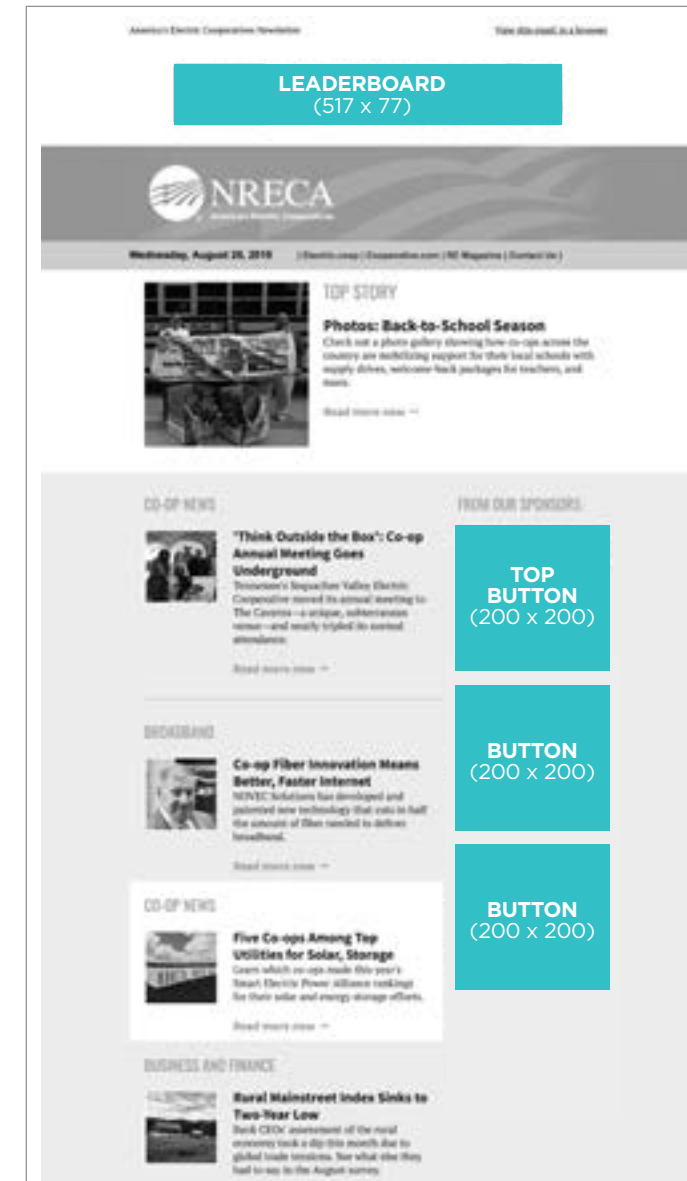
| AD TYPE    | NEWSLETTER SIZE | RATE         |
|------------|-----------------|--------------|
| Top Button | 200 x 200 px    | \$1,300/week |
| Button     | 200 x 200 px    | \$1,000/week |

## Submission Instructions:

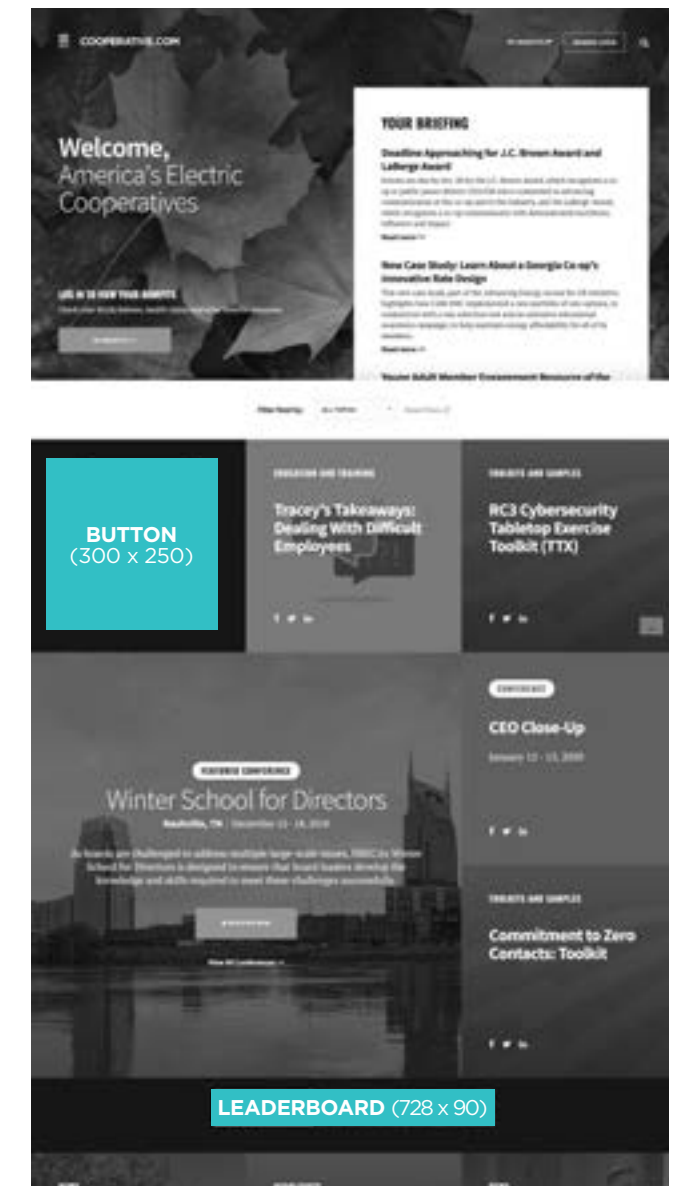
- Accepted files: jpg, png, gif.
- Click tags are not accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore: \_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter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

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

## Newsletter



## Website



Please visit [cooperative.com](https://cooperative.com) to see actual website placements.

# RE MAGAZINE PHOTO CHALLENGE EXCLUSIVE 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

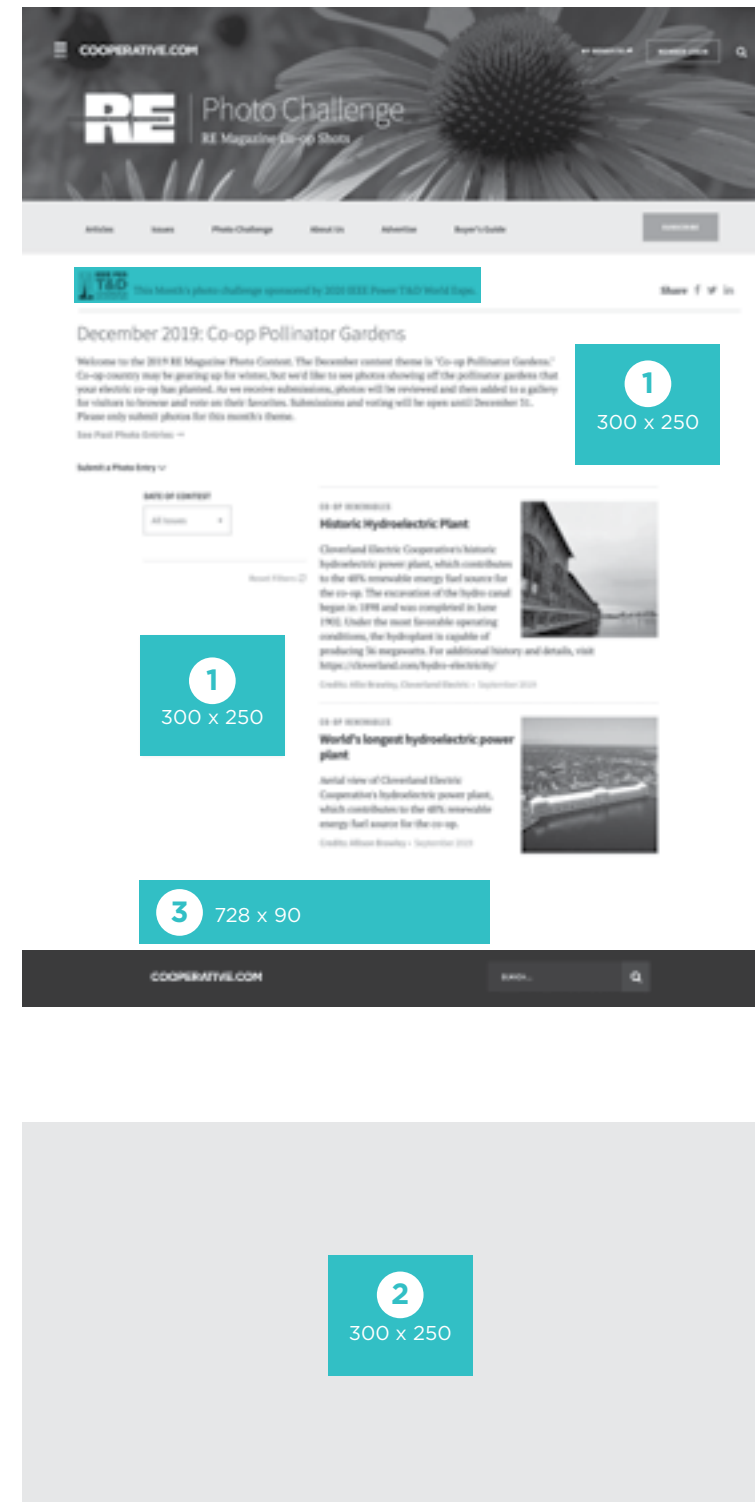
**Pricing**  
\$2,500 per month

## Specifications

| AD TYPE                   | SIZE         | PLACEMENT                       |
|---------------------------|--------------|---------------------------------|
| <b>Website</b>            |              |                                 |
| 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     |
| <b>Newsletter</b>         |              |                                 |
| 4 Top Leaderboard         | 517 x 77 px  | 4 x in the RE newsletter        |
| 5 Button                  | 200 x 200 px | 4x in the RE newsletter         |
| <b>Print Edition</b>      |              |                                 |
| 6 Name & logo of Sponsor* | TBD          | Co-op Shots Monthly Feature     |

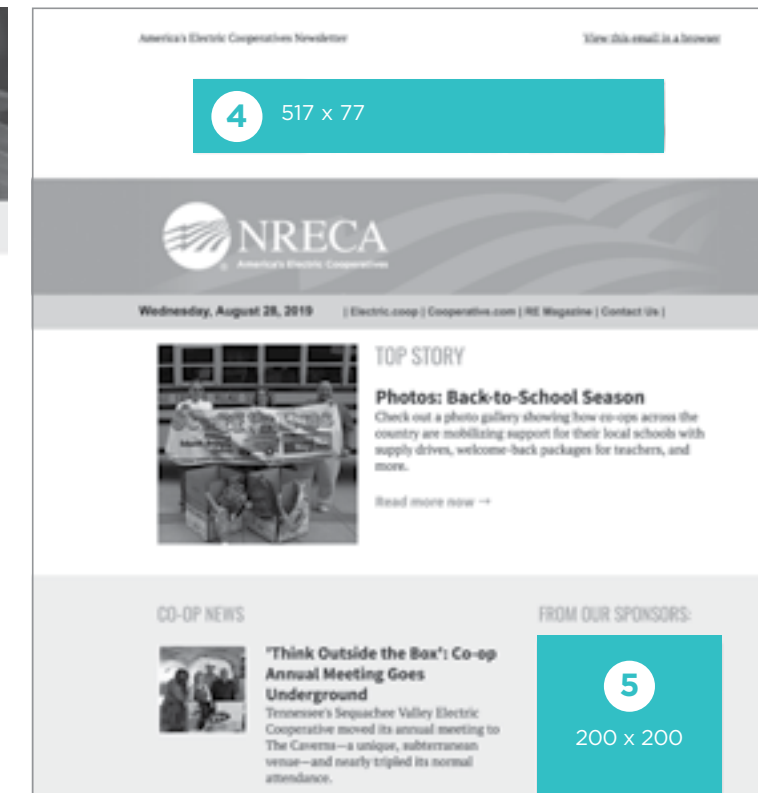
\*To be used on print edition announcing the monthly photo challenge winner

## Website



Please visit the photo contest gallery to see the interstitial ad:  
[cooperative.com/remagazine/photo-challenge](http://cooperative.com/remagazine/photo-challenge)

## Newsletter



## Print Edition





Pictured: Scot Hoffman, Along Those Lines podcast host and *RE Magazine* editor  
Photo by Alexis Matsui

# ALONG THOSE LINES PODCAST EXCLUSIVE SPONSORSHIP

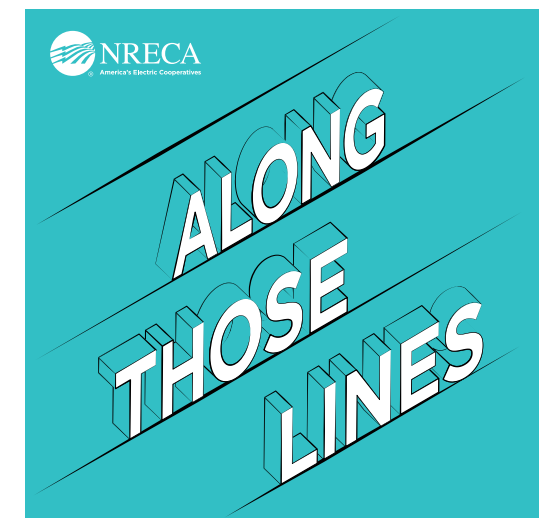
NRECA's award-winning podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.

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.

### PRICE

\$3,000 per 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/podcast](http://cooperative.com/podcast)



AVERAGE EPISODE DOWNLOADS:

**1,551**

JANUARY 2021 - JULY 2021

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

\*IAB-Edison Research Podcast Advertising Study 2016



Photo by Stephen Reasonover

## 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.

### CEO Close-Up Conference

Jan. 9-12, 2022 | Phoenix, AZ  
Approx. 500 Attendees  
74% CEO, General Manager  
26% Other Co-op Executive Staff

### NRECA PowerXchange

*(formerly NRECA Annual Meeting)*  
March 6-9, 2022 | Nashville, TN  
Approx. 4,500 Attendees  
62% Board of Directors  
24% Other Co-op Executive and Management Level Staff  
14% CEO, General Manager

### TechAdvantage® Experience

March 7-9, 2022 | Nashville, TN  
Approx. 900 Attendees  
52% Engineering and Operations Staff  
23% Information Technology Staff  
10% Supply Chain Management Staff  
15% Other Co-op Staff

### Directors Conference

April 2-5, 2022 | Austin, TX  
Approx. 650 Attendees  
95% Board of Directors  
5% Other Co-op Staff

### CONNECT Conference

May 3-5, 2022 | Seattle, WA  
Approx. 500 Attendees  
65% Marketing and Communications Staff  
23% Member Services Staff  
12% Other Communications Staff

### INTERACT

July 10-14, 2022 | Phoenix, AZ  
Aug. 8-10, 2022 | New Orleans, LA

Approx 450 Attendees per location  
60% Director and Management Level  
Human Resources Staff  
17% Administration Staff  
13% Accounting Staff  
10% Other Co-op Staff

### Tax, Finance & Accounting Conference for Cooperatives

July 31-Aug. 3, 2022 | San Antonio, TX  
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. 6-8, 2022 | Indianapolis, IN  
**Regions 5&6** | Sept. 21-23, 2022 | Minneapolis, MN  
**Regions 7&9** | Sept. 27-29, 2022 | Portland, OR  
**Regions 2&3** | Oct. 10-12, 2022 | Hollywood, FL  
**Regions 8&10** | Oct. 24-26, 2022 | Little Rock, AR  
Attendees range from 700-1,200 per location  
70% Board of Directors  
30% Other Co-op Staff

### PowerUP Conference

Oct. 3-5, 2022 | Savannah, GA  
Approx. 300 Attendees  
76% Administrative Staff  
24% Other Co-op Staff

*Dates are subject to change.*

# CONTACT US

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