

# 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
<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).