



ACCESS.
ENGAGEMENT.
RESULTS.

2024 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. Cooperatives are also working together in consortiums to secure billions of dollars in new federal infrastructure funding, a years-long initiative that will have a profound impact on how co-ops maintain and modernization their grids.

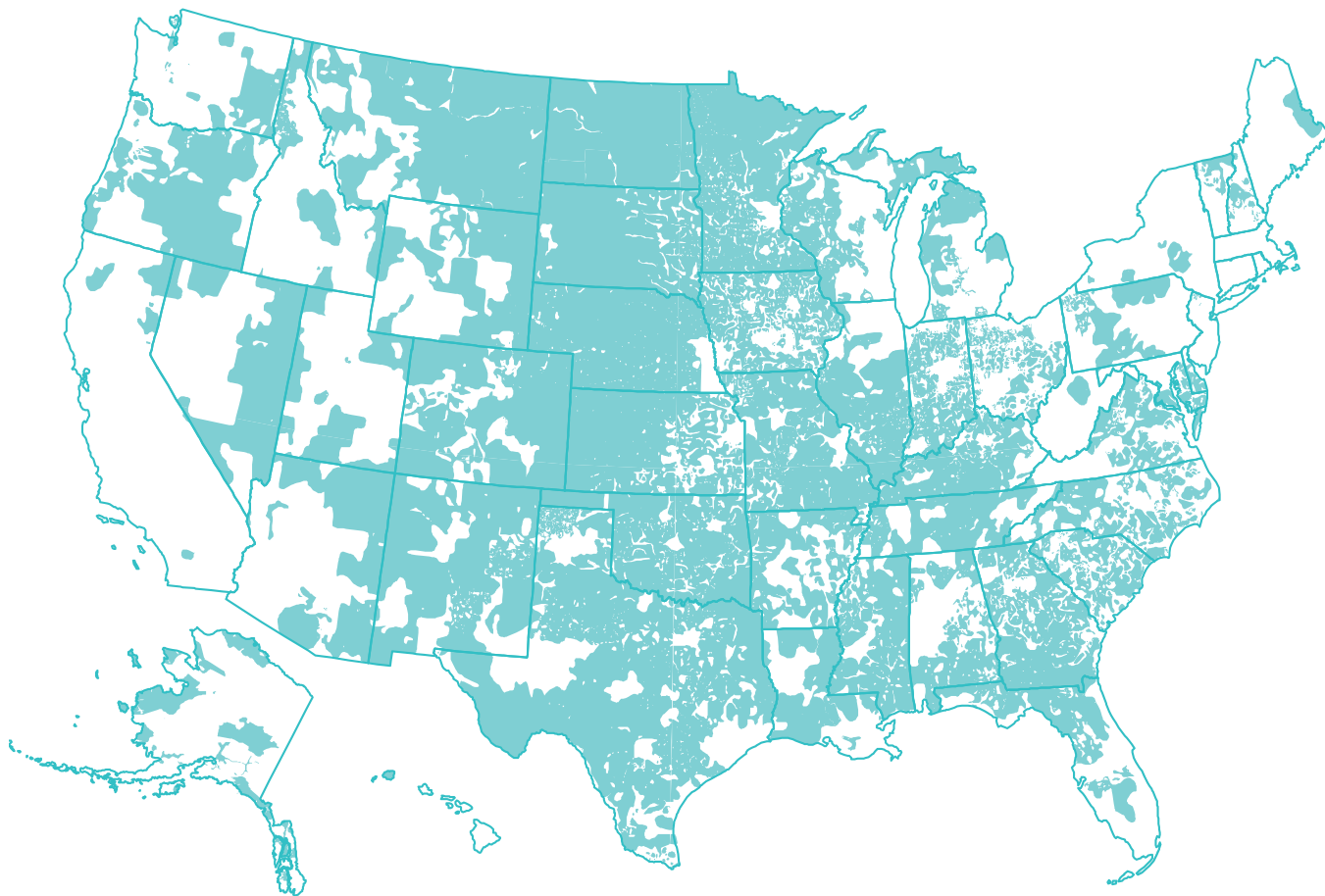
NRECA reaches virtually every electric cooperative in America. By associating your brand with this trusted source of education, information and advocacy, you will become a partner in the co-op journey and have the opportunity to champion their future success.

831 distribution and

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 **2,600+** counties.

Power over **21.5 million** businesses, homes, schools and farms in 48 states.

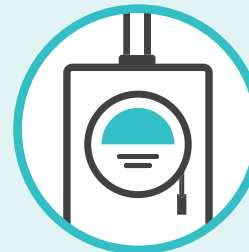
Cooperatives are

HUBS OF INNOVATION



Broadband

More than 250 co-ops are developing or planning to deploy broadband services.



Smart Meters

81% penetration rate of AMI meters, compared to 67% for the rest of the industry.



Energy Storage

Co-ops have developed more than 75 energy storage projects.



Carbon Capture

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

Source: NRECA, April 2023



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.

Jokic/E+/Getty Images

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 (\$16,500/Year)	GOLD (\$9,500/Year)	SILVER (\$2,500/Year)	
One complimentary attendee registration at NRECA’s CEO Close-Up Conference	X			
Access to preferred housing reservations at the TechAdvantage® Conference & Expo.	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 including email addresses (Limit of 4,000 contacts per quarter)	X	X		
Access to cooperative employee contact information 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 exclusive, online Associate Member Resource page, including co-op 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 the print and digital edition of <i>RE Magazine</i> ’s Cooperative Buyer’s Guide	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 X (formerly known as Twitter).	X	X	X	

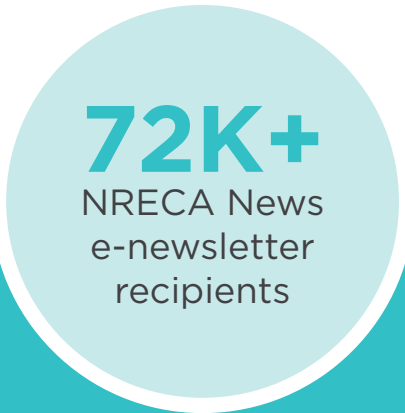
Visit electric.coop/associate-membership for more details.

AUGUST 2023 RE MAGAZINE



MEDIA PLATFORMS AND AUDIENCE

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.



Unrivaed Reach.
Leadership Audience.
Powerful Platforms.

RE MAGAZINE — PRINT ADVERTISING

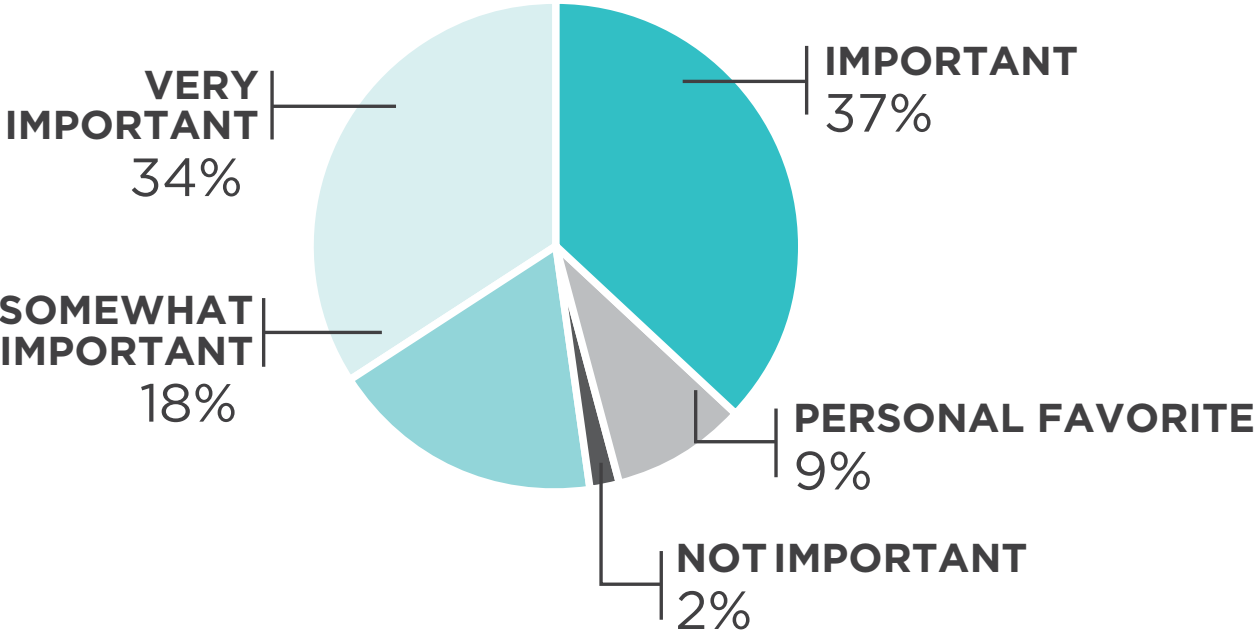
Since 1942, RE has been the publication of choice for electric cooperative decision-makers who want to stay ahead of industry challenges, developments and trends.

Subscriber Behavior		Readership Breakdown		Reach	
86%	of CEOs read most issues ¹	93%	Distribution Cooperatives, Public Power Districts and Public Utility Districts ²	19,535	Average Qualified, Paid Subscribers ²
76%	of subscribers read most issues ¹	6%	Generation and Transmission Cooperatives ²	41,023	Pass-Along Readership ³
52%	participate in purchasing action ³	1%	Statewide Organizations ²		

¹ NRECA Market Research Services, 2016
² BPA Brand Report, June 2022
³ Baxter Research Center study, March 2023
Readership based on mean pass-along rate (1.1)

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, March 2023

Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,822
Engineering & Operations	5,976
Finance	1,286
Consumer-Member Services	1,192
GM/CEO	1,024
Legal	701
Administrative Management	559
IT	529
Communications	472
HR	327
Purchasing	315
Marketing	196

Source: BPA statement, June 2022

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.*

ASSOCIATED ADS WITH RESPECTIVE BRANDS



LIKED ONE OR MORE ADS



HAVE IMPROVED OPINION



BECAME NEWLY AWARE OF A PRODUCT/SERVICE



ENGAGED IN A PRELIMINARY BUYING BEHAVIOR*



ENGAGED IN AN ACTIVE BUYING BEHAVIOR**



Source: Baxter Research Study, March 2023

RE has been invaluable over the years as a trusted resource for industry trends, best practices, products and technology, HR issues, legislative information, workforce development and a variety of other topics.

— CEO/General Manager

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

RE MAGAZINE 2024 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	11/21/23	01/02/24	01/25/24	02/22/24	03/28/24	04/25/24
AD MATERIAL DEADLINE	11/29/23	01/05/24	02/01/24	03/04/24	04/05/24	05/02/24
FEATURE ARTICLES	Cover: EPA Power Plant Plan-Potential Impacts Feature: Economic Impact of Co-ops Tech: - Cost of Service Studies - Load-shedding tabletops—Sawnee EMC - Hiring broadband staff	Cover: YLC Spokespeople-where are they now? Feature: - Supply Chain Update Tech: - Grid modernization plans - “Edge Applications”; Next’gen AMI/edge computing - Intelligence connectivity/ Distribution intelligence	Cover: International—Zambia. Feature: Drone Update Tech: - Plasma drilling for undergrounding - Underground line sensors - Pole testing advances	Cover: Safety—Risk Management Committees Feature: Staffing line crews - challenges and success stories Tech: - FR clothing advancements - Onboarding visiting crews—systems and technologies - Accident investigation technologies	Cover: Virtual Power Plants Feature: Microreactors Update Tech: - V2G and EV school buses - Power factor balancing - Low-voltage management	Cover: Electric Vehicles Features: Impact of electrification on co-ops Tech: - Lidar, Satellite and IVM - Hiring an arborist - Bird conservation technology
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/23	Co-op Case Study Submissions Due: 10/01/23	Co-op Case Study Submissions Due: 11/01/23	Co-op Case Study Submissions Due: 12/01/23	Co-op Case Study Submissions Due: 01/02/24	Co-op Case Study Submissions Due: 02/01/24
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/23	Product or Service Releases Due: 12/01/23	Product or Service Releases Due: 01/02/24	Product or Service Releases Due: 02/01/24	Product or Service Releases Due: 03/01/24	Product or Service Releases Due: 04/01/24
INFOGRAPHIC	Co-ops’ Economic Impact	Grid Modernization Planning	Drones—Latest capabilities	Lineworker Training Process	How Does V2G Work?	AI Use at Co-ops
SPECIAL SUPPLEMENTS		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	Special Supplement: Commitment to Zero Contacts educational supplement and safety products showcase	2024 RE Magazine BUYER’S GUIDE: The Purchasing Source For Electric Cooperatives! <i>View Online</i> <i>Buyer’s Guide: rebuyersguide.nreca.coop/</i>	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	NRECA CEO Close-up Conference Jan 7-9, 2024 Phoenix, AZ NEXT Conference Jan 29-31, 2024 Indian Wells, CA	DistribuTECH International Feb 27-29, 2024 Orlando, FL NRECA PowerXchange Mar 1-6, 2024 San Antonio, TX The Expo at PowerXchange and TechAdvantage* Mar 3-6, 2024 San Antonio, TX techadvantage.org		NRECA Safety Leadership Summit April 7-9, 2024 Kansas City, MO IEEE Rural Electric Power Confer & Expo Apr 23-25, 2024 Tulsa, OK	IEEE PES T&D Confer & Expo May 6-9, 2024 Anaheim, CA 2024 Connect Conference May 7-9, 2024 Baltimore, MD UTC Telecom & Technology 2024 May 20-24, 2024 Mobile, AL	FiberConnect July 28-31, 2024 Nashville, TN NRECA Co-Op CyberTech Conference Dates/Location TBD
ESTIMATED MAIL DATE	12/28/23	02/02/24	03/01/24	03/29/24	05/03/24	05/31/24

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	05/23/24	06/27/24	07/25/24	08/23/24	09/26/24	10/24/24
AD MATERIAL DEADLINE	05/31/24	07/03/24	08/01/24	08/29/24	10/03/24	11/01/24
FEATURE ARTICLES	Cover: Saying goodbye—Co-op CEO retirements Feature: Co-ops Vote-Election 2024 Tech: - AI Voice Scams - EVs and load growth planning - Using EV telematics	Cover: Jo-Carroll—profile of broadband’s impact Feature: Co-ops helping small munis do broadband Tech: - Combining broadband make-ready and storm hardening - Underwater fiber deployments - Broadband builds in harsh environments	Cover: Road Warriors: PIRC, CFC, Federated, NISC, Meridian Cooperative Feature: Emerging careers at co-ops Tech: - Writing a “risk policy” - Holistic security - Hardening substations for seismic activity	Cover: Co-ops and AI Feature: Cybersecurity Tech: - Cyber goals program - RC3 Update - Rappahannock’s BrillIT	Cover: Infrastructure, direct pay, etc.—what co-ops have done so far. Feature: DoD sustainable power initiatives Tech: - Co-ops and “rip and replace” rules for unsecure equipment. - Managing pole attachment requests - FERC 2222	Cover: Tech Trends Feature: N/A Tech: - Innovations in warehouse design - Substation fencing upgrades - Smart Area Lighting—Suwanee Valley
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/24	Co-op Case Study Submissions Due: 04/01/24	Co-op Case Study Submissions Due: 05/01/24	Co-op Case Study Submissions Due: 06/01/24	Co-op Case Study Submissions Due: 07/01/24	Co-op Case Study Submissions Due: 08/01/24
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/24	Product or Service Releases Due: 06/01/24	Product or Service Releases Due: 07/01/24	Product or Service Releases Due: 08/01/24	Product or Service Releases Due: 09/01/24	Product or Service Releases Due: 10/01/24
INFOGRAPHIC	How does FR clothing work?	How broadband impacts a community	Holistic co-op security	How does NRECA TAC work?	EV telematics	Smart area lighting
SPECIAL SUPPLEMENTS	2024 MEMBERSHIP DIRECTORY of Electric Cooperatives and Affiliated Organizations (Cooperative Members, Associate Members & Affiliate Members)	Special Supplement: Co-op Broadband Case Studies Insert	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research		Special Supplement: Infrastructure projects/lessons learned	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	NRECA TFACC July 28-31, 2024 Orlando, FL		NRECA Region Meetings 1 & 4 Sep 4-6, 2024 Grand Rapids, MI NRECA Region Meetings 5 & 6 Sep 16-18, 2024 Minneapolis, MN NRECA Region Meetings 7 & 9 Sep 24-26, 2024 Sacramento, CA	NRECA Region Meetings 2 & 3 Dates/Location TBD NRECA Region Meetings 8 & 10 Dates/Location TBD	NRECA Broadband Leadership Summit Dates/Location TBD	
ESTIMATED MAIL DATE	06/27/24	08/02/24	08/29/24	09/27/24	11/01/24	11/29/24

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	\$11,890	\$10,090	\$8,490	\$11,330	\$9,530	\$7,930	\$10,960	\$9,160	\$7,560
B Two-Page Spread Non-Bleed	\$11,890	\$10,090	\$8,490	\$11,330	\$9,530	\$7,930	\$10,960	\$9,160	\$7,560
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 Square	\$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

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

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.

ENHANCED DIGITAL PRESENCE

RE Magazine print editions, including print ads, are converted to digital PDF magazines and archived each month on cooperative.com/remagazine.

SPECS (updated 6/23/22)

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 x 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>		

Please review the advertising [terms and conditions](#) before making a space reservation.

* Include 0.25" gutter area in the center of the ad. Live material should not run in the gutter.
Also include a .125" bleed beyond the trim dimension.

UPLOAD MATERIAL:
<https://nreca.sendmyad.com>

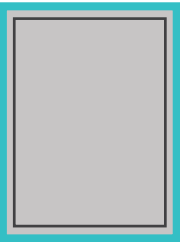
COLOR:
Specify as CMYK.

GRAPHICS/IMAGES:
Must be 300 dpi or greater. Images that are blurry or of poor visual quality will be rejected.

FRACTIONAL ADS:
Please apply a border to any fractional ad with a white background

PAYMENT ADDRESS:
NRECA, PO Box 718777
Philadelphia, PA 19171

NRECA TAXPAYER IDENTIFICATION NUMBER:
53-0116145



Full Page
Page size: 8.375 x 11.125
Trim Size: 8.125 x 10.875
Live Area: 7.875 x 10.625

Cancellations must be submitted in writing and will not be accepted after the published ad reservation deadline.

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 nearly 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.

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.

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 ledgible 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.

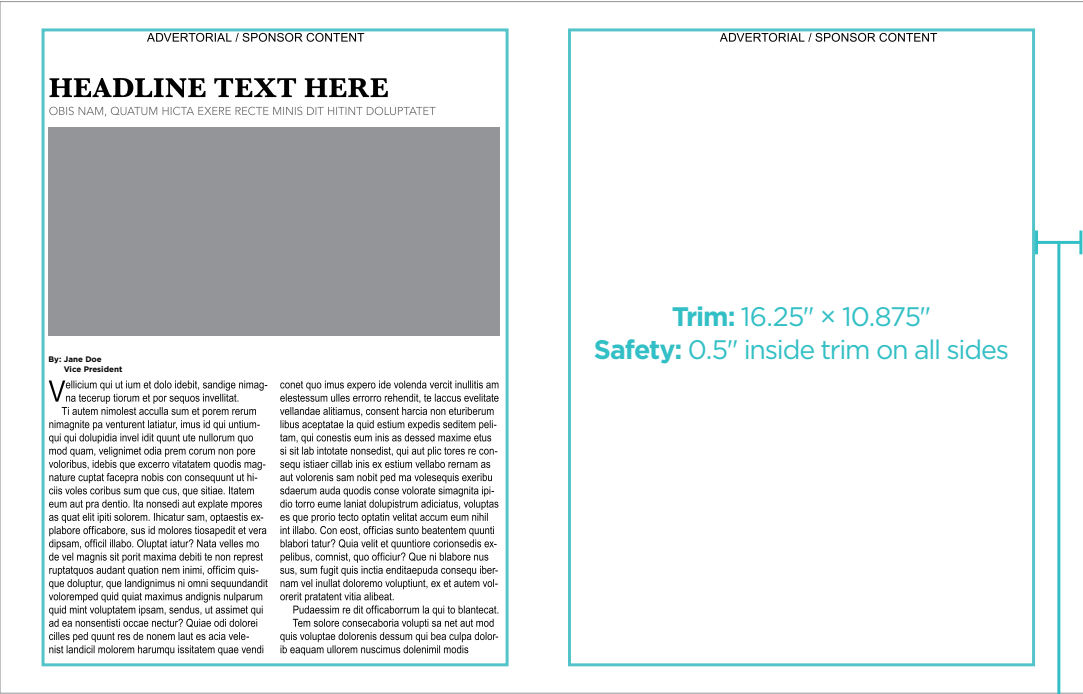
Pricing:

2 Pages\$8,500
3 Pages\$12,250
4 Pages\$15,500

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	11/03/23	11/09/23	11/17/23
February	12/08/23	12/15/23	12/22/23
March	12/29/23	01/05/24	01/13/24
April	01/30/24	02/06/24	02/13/24
May	03/01/24	03/08/24	03/15/24
June	04/03/24	04/10/24	04/17/24
July	05/02/24	05/09/24	05/16/24
August	06/02/24	06/09/24	06/16/24
September	07/03/24	07/10/24	07/17/24
October	08/02/24	08/09/24	08/16/24
November	09/01/24	09/08/24	09/15/24
December	10/03/24	10/10/24	10/17/24



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.

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

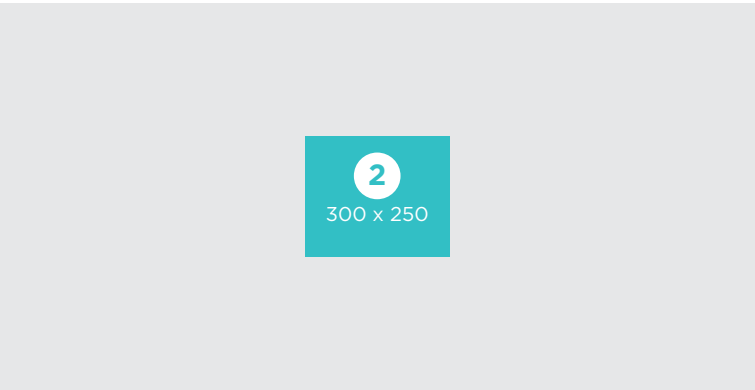
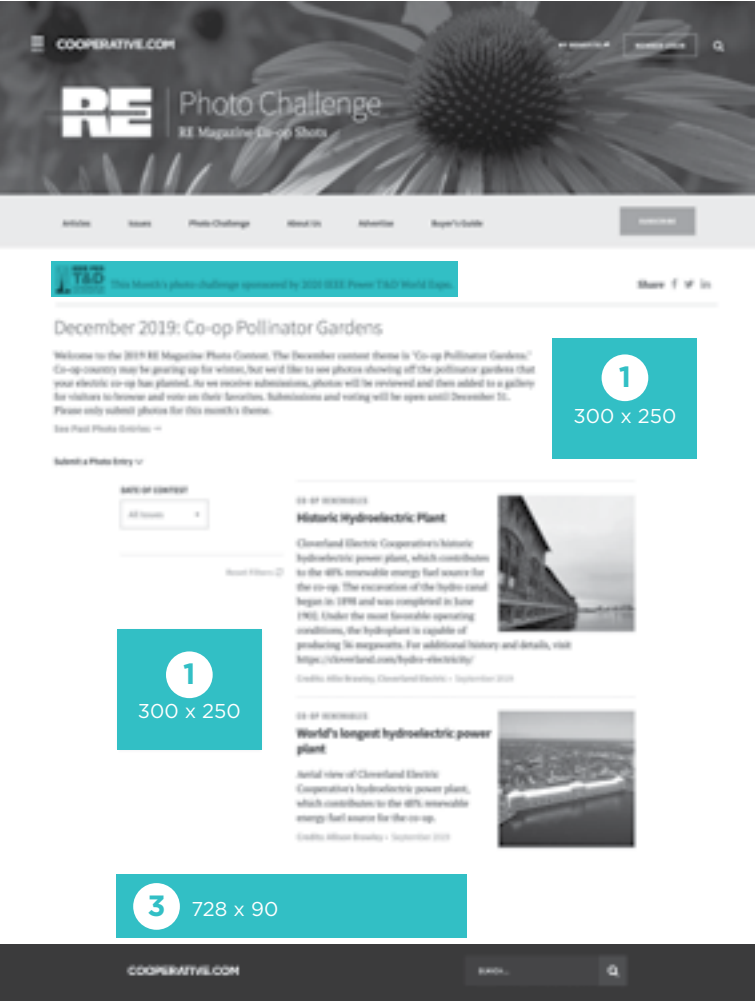
Pricing
\$3,000 per month

Specifications

AD TYPE			SIZE	PLACEMENT
Website				
1	Button		300 x 250 px	Homepage and Past Contests pages
2	Interstitial		300 x 250 px	Runs every 5 photos
3	Leaderboard		728 x 90 px	Past Contests page
Newsletter				
4	Top Leaderboard		517 x 77 px	4x in the <i>RE</i> newsletter
5	Button		200 x 200 px	4x in the <i>RE</i> newsletter
Print Edition				
6	Name & logo of sponsor*		N/A	Co-op Shots monthly feature

*Please provide vector .eps logo file to be used in 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

Newsletter



Print Edition



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

66,000 active users/month

171,000+ monthly pageviews*

75,000+ e-newsletter subscribers

Google Analytics, December 2022-May 2023

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

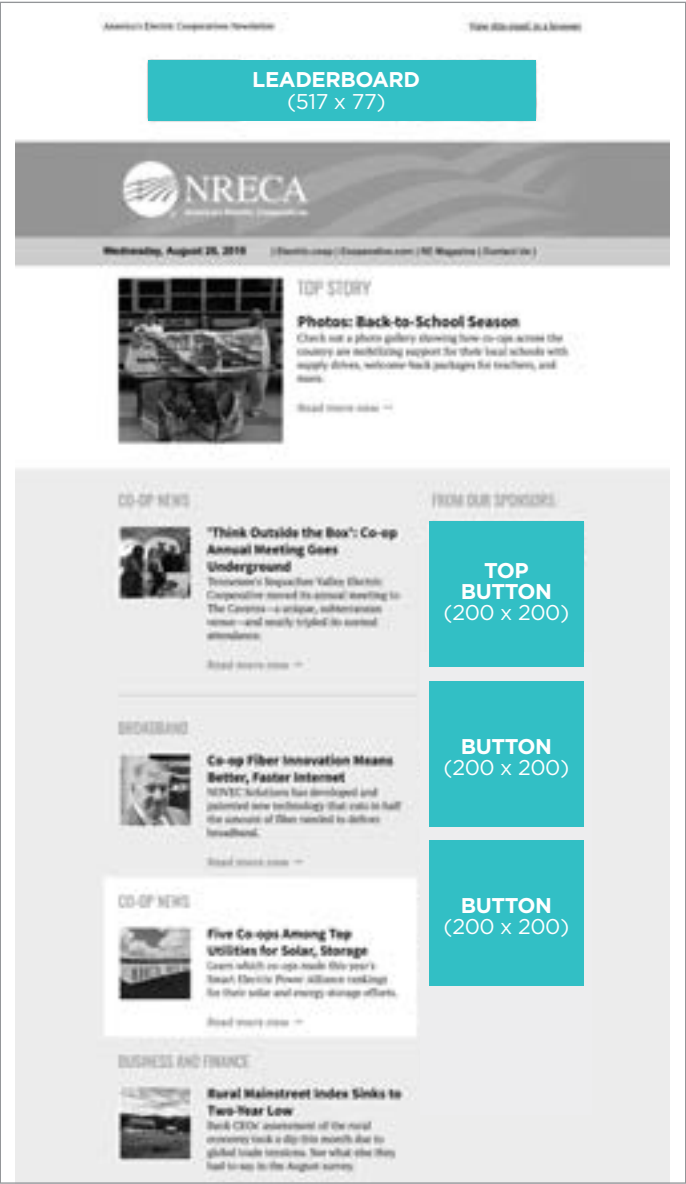
AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 x 200 px	\$1,500/week
Button	200 x 200 px	\$1,000/week

Submission Instructions:

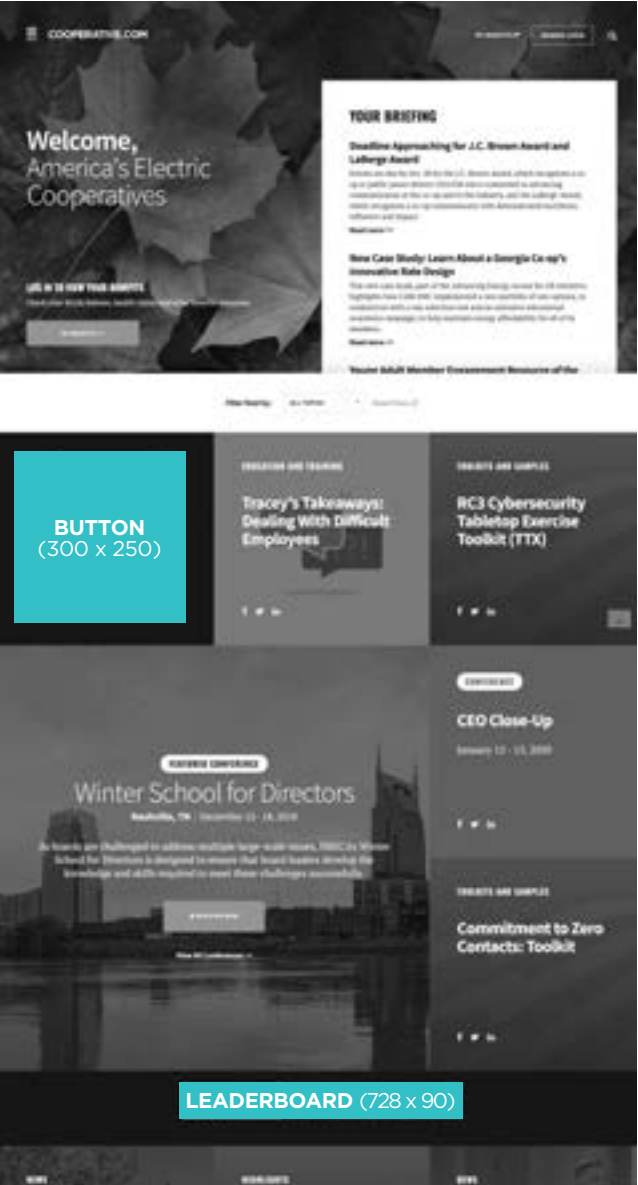
- Accepted files: jpg, png, gif.
- Click tags are not accepted.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter sized ad (see specs above).
- Files that are blurred, pixelated or the copy is too small to read will be rejected.
- If your banner ad contains a white, gray or black background, please include a uniform border surrounding the entire ad.
- If a border is used, it should be applied consistently around the entire banner
- Please review the advertising [terms and conditions](#) before making a space reservation.

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.



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



AVERAGE EPISODE
DOWNLOADS:
1,506
DECEMBER 2022 - JUNE 2023

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 for more details.

CEO Close-Up Conference

January 7 - 9, 2024 | Phoenix, AZ
Approx. 600 attendees
74% CEO, General Manager
26% Other Co-op Executive Staff

NRECA PowerXchange

(formerly NRECA Annual Meeting)
March 1 - 6, 2024 | San Antonio, TX
Approx. 4,500 attendees
62% Board of Directors
24% Other Co-op Executive and Management Level Staff
14% CEO, General Manager

TechAdvantage® Conference

March 3 - 6, 2024 | San Antonio, TX
Approx. 1,600 attendees
52% Engineering and Operations Staff
23% Information Technology Staff
10% Supply Chain Management Staff
15% Other Co-op Staff

NRECA Safety Leadership Summit

April 7-9, 2024 | Kansas City, MO
Approx. 500 attendees
55% Lineman, Operations Staff
32% Safety and Loss Control Managers and Staff
13% CEO, General Manager, other Co-op Executive Staff

Connect Conference

May 7 - 9, 2024 | Baltimore, MD
Approx. 600 attendees
65% Marketing and Communications Staff
23% Member Services Staff
12% Other Communications Staff

Co-op Cyber Tech Conference

Date and location TBD
Approx. 300 attendees
59% IT Staff
41% Other Co-op Staff

TFACC - Collaboration Among Communities

July 28 - 31, 2024 | 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

2024 Regional Meetings

Regions 1&4 | Sept. 4 - 6 | Grand Rapids, MI
Regions 5&6 | Sept. 16 - 18 | Minneapolis, MN
Regions 7&9 | Sept. 24 - 26 | Sacramento, CA
Regions 2&3 | Date and location TBD
Regions 8&10 | Date and location TBD
From 700-1,200 attendees per location
70% Board of Directors
30% Other Co-op Staff

Dates are subject to change.

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