

# Broadband Advantage



**Put your brand at the center of the broadband conversation.** This outline highlights relevant opportunities — across print, digital, events, and sponsorships — to connect with the leaders driving expansion, funding, and innovation in rural broadband. By aligning your message with NRECA's trusted platforms, you'll showcase your solutions where decisions about connectivity are being made. Associate membership is the first step to deepen engagement with electric co-ops and maximize your participation across NRECA platforms.



## PRINT ADVERTISING

- **RE Magazine (20,000+ subscribers) - Full-page \$5,665 | Half-page \$4,225**
  - **February:** Official TechAdvantage pre-show issue
  - **August:** Annual Broadband Issue + Broadband Special Supplement
  - **July:** Annual Membership Directory - Most highly retained issue of the year
- **Broadband Special Supplement (October):**
  - Thought leadership spread **\$8,700**
  - Full-page ad **\$5,800** | Back Cover ad **\$6,700**



## DIGITAL ADVERTISING

- **Executive News Brief (DAILY E-newsletter):**
  - Reach 1,500+ CEOs & GMs | 47.5% avg. open rate
  - **\$5,000/mo.** | +**\$2,500** thought leadership article add-on
- **Cooperative.com:** Broadband is one of our top 2 most frequently featured topics on our website and in our weekly E-newsletter.
  - Web ads from **\$2,000/mo.** (81,000 active users/mo.)
  - E-newsletter ads from **\$1,000/wk.** (75,000+ recipients | 36.9% open rate)
- **Broadband Daily News Brief\*\*:** 54% Open rate - **\$3,000/mo.**



## EVENTS + SPONSORSHIP

- **CEO Close-Up (Jan. 11-13, 2026 | Palm Desert, CA):** Direct access to co-op CEOs and senior leaders. **Member-only event**
  - Supporting Sponsorship Starts at **\$5,500**
- **TechAdvantage (Mar. 8-11, 2026 | Nashville, TN):** Connect with engineering, operations, and IT decision-makers.
  - **Branding sponsorships** start at **\$3,500**
- **Broadband Leadership Summit\*\* (Jun. 1 - 3, 2026 | Washington, DC):** An *exclusive* event for NRECA Broadband participants to come together for broadband education, presentations by federal agency staff, and peer-to-peer discussions to support the growth of broadband among electric cooperatives.
  - Sponsorship starts at **\$4,000** and include a display table

**\*\*BROADBAND ASSOCIATE MEMBERSHIP REQUIRED**

**CLICK FOR 2026 NRECA MEDIA KIT**

**Danielle Burton**

dburton@remagazine.org  
(301) 514-6236

**Julie Cook**

jcook@remagazine.org  
(443) 668-7641

**Sam Dodson**

sdodson@remagazine.org  
(918) 312-6728

**Sarah Faconti**

sfaconti@remagazine.org  
(860) 459-7215

**Andrea Pankoff**

apankoff@remagazine.org  
(303) 919-0727