

# Safety + Operations Advantage



**Position your brand as essential to safe, efficient operations.** This outline spans print, digital, event, and sponsorship opportunities that put your solutions in front of co-op leaders who prioritize reliability, workforce safety, and operational excellence. By leveraging NRECA's platforms, you'll showcase your role in helping co-ops deliver power safely and effectively to the communities they serve. 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
  - **April:** #COOPSAFETY Issue, bonus distro. at Safety Leadership Summit
  - **May:** Annual Buyer's Guide issue
  - **July:** Annual Membership Directory issue - Most highly retained of the year
  - **October:** Annual Safety, Operations, and Maintenance issue



## DIGITAL ADVERTISING

- **Cooperative.com (81,000 active users/mo.)**
  - April + October - Focus on safety editorial
  - Web ads from **\$2,000/mo.**
- **E-Newsletter (75,000+ ENL recipients | 36.9% open rate)**
  - Weekly button ads starting at **\$1,000/wk.**



## EVENTS + SPONSORSHIP

- **TechAdvantage (Mar. 8-11, 2026 | Nashville, TN):** Connect with engineering + operations decision-makers.
  - **Branding sponsorships** start at **\$3,500**
  - **Thought leadership sponsorships** start at **\$8,000**
- **Safety Leadership Summit (Apr. 14-16, 2026 | St. Louis, MO):** NRECA's premier industry, educational and networking event for electric co-op staff responsible for safety practices. **Member-only event**
  - **Sponsorships** start at **\$4,500 and include a display table**

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