



ACCESS.
ENGAGEMENT.
RESULTS.

2027 Media Kit

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Photo by: Sara Garrett/Cimarron Electric Cooperative

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.

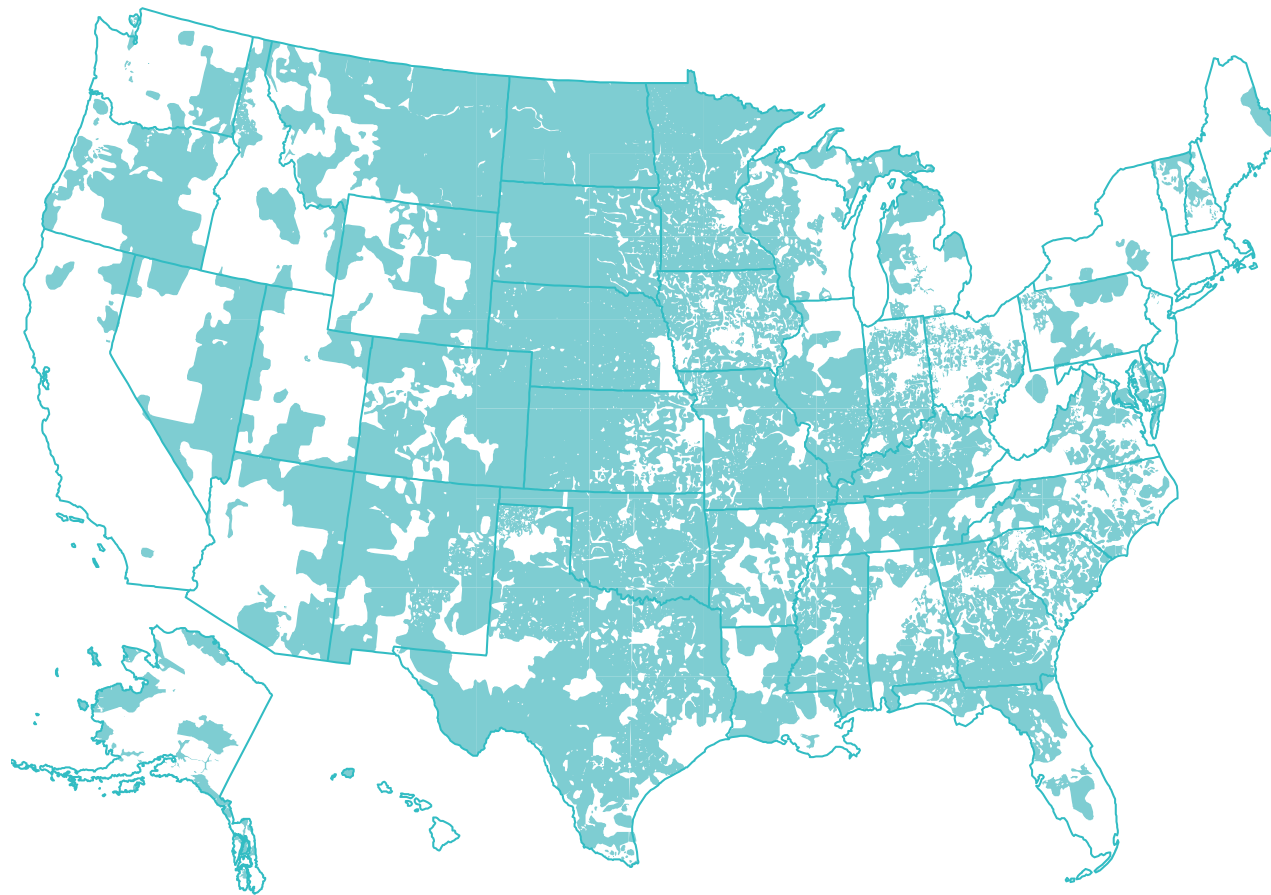
NRECA reaches virtually every electric cooperative in America. By associating your brand with this trusted source of education, information and advocacy, you will become a partner in the co-op journey and have the opportunity to champion their future success.

830 distribution and

60 generation & transmission cooperatives...

... power

56% of the nation's landmass.



Serve **42 million** people across **2,600+** counties.

Power over **23 million** businesses, homes, schools and farms in 48 states.

DEMAND IS SKYROCKETING

Summer peak demand is expected to rise by over 224 gigawatts over the next 10 years and winter peak demand is projected to climb by 245 gigawatts.

Supply isn't keeping up. The North American Electric Reliability Corporation (NERC) said power plant retirements could total over 105 gigawatts of peak seasonal capacity over the next decade—enough energy to power up to 100 million homes. As a result, much of the country is at high risk of experiencing energy shortfalls over the next 10 years.

Building to Meet Demand

Electric co-ops rely on a diverse suite of resources to reliably meet the energy needs of their local communities.

CO-OPS ARE LEADERS IN INNOVATION



1.5 GIGAWATS OF BATTERY CAPACITY ONLINE

by the end of 2028



87% OF CO-OP METERS

include advanced metering infrastructure (AMI) technology, allowing more visibility and enabling new technologies like distributed resource energy management (DERMS) platforms.

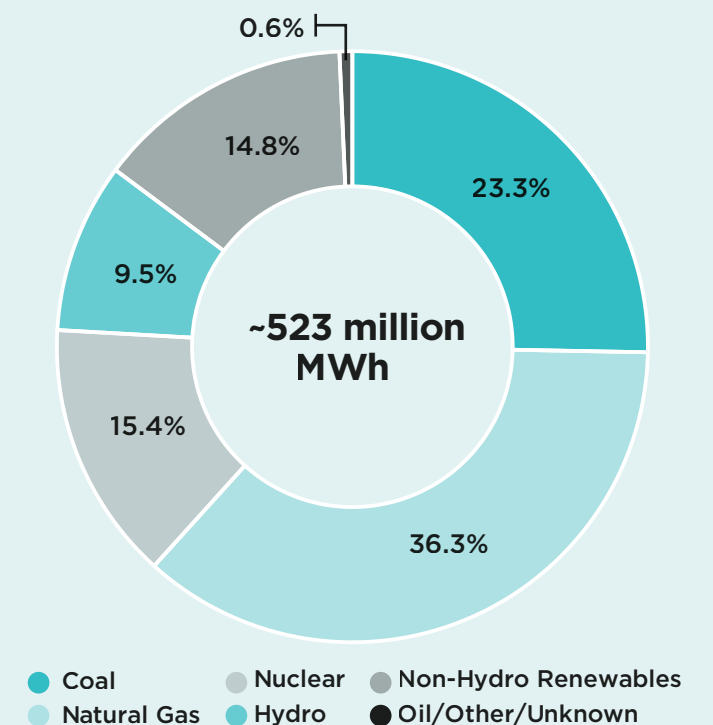


CONNECTING 3.6 MILLION HOMES

Electric co-ops are also on pace to connect 3.6 million homes with world-class gigabit fiber optic broadband by the end of 2027.

Source: <https://www.Electric.Coop/issues-and-policy/energy-innovation>

2024 Co-op Retail Energy Mix



Source: NRECA, June 2026



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 79 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.

mixetto/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 to NRECA’s CEO Close-Up Conference	X			
Access to VIP hotel room block at PowerXchange and TechAdvantage	X			
Eligibility for participation in the NRECA Broadband program	X			
Fifty percent discount on RE Magazine print advertising (Capped annually at \$8,500 for Platinum members and \$5,500 for Gold members)	X	X		
Fifty percent discount on Tech Advantage exhibit space (Capped annually at \$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 member-only events and webinars or a discounted member registration rate	X	X	X	
Complimentary subscription to RE Magazine	X	X	X	
Access to exclusive, online Associate Member Resource page, including co-op market demographic information	X	X	X	
Exclusive discounted price on TechAdvantage exhibit space	X	X	X	
Priority booth space selection for the TechAdvantage Expo	X	X	X	
Opportunities to submit editorial content to RE Magazine’s New Products and Tech Insights columns	X	X	X	
Listing in the print and digital edition of RE Magazine’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 LinkedIn	X	X	X	
Access to the NRECA Career Center	X	X	X	

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

* Program subject to change. Check with your account manager for updates.



To download a sample issue of RE Magazine, please go to: cooperative.com/magazine-sample

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.

23K+
RE Magazine
print/digital
subscribers

76K+
NRECA News
e-newsletter
recipients

22K+
RE Magazine
e-newsletter
recipients

Unrivaled Reach.
Leadership Audience.
Powerful Platforms.

RE MAGAZINE — PRINT ADVERTISING

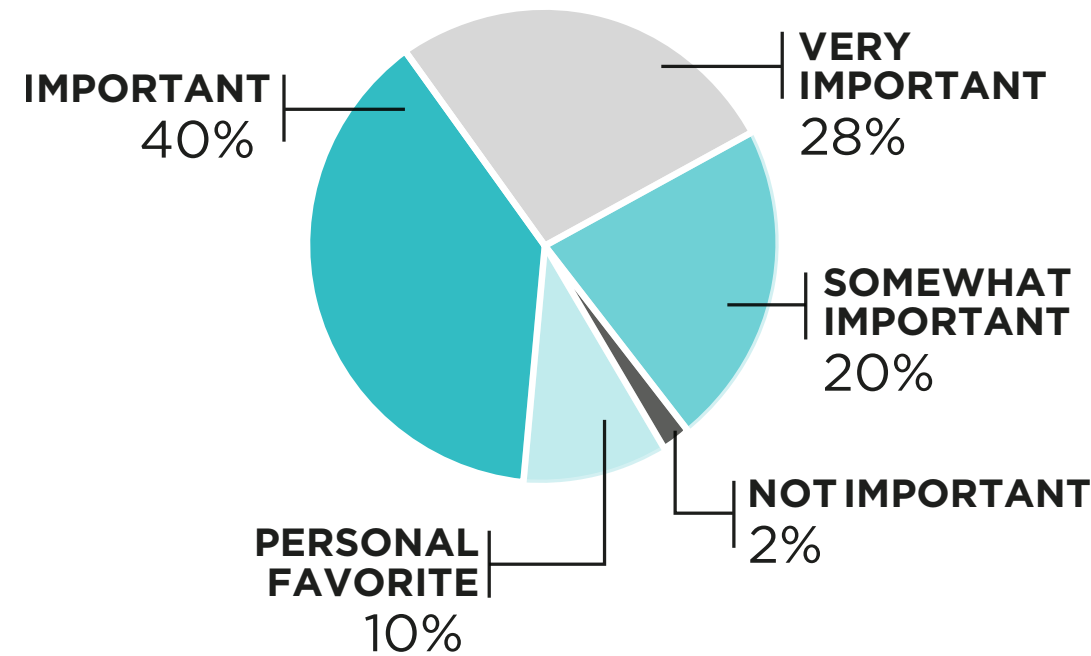
Since 1942, RE Magazine has been the publication of choice for electric cooperative decision-makers who want to stay ahead of industry challenges, developments and trends.

Subscriber Behavior		Readership Breakdown		Reach	
86%	of CEOs read most issues ¹	92%	Distribution Cooperatives, Public Power Districts and Public Utility Districts ²	18,921	Average Qualified, Paid Subscribers ²
76%	of subscribers read most issues ¹	7%	Generation and Transmission Cooperatives ²	35,950	Pass-Along Readership ³
49%	participate in purchasing action ³	1%	Statewide Organizations ²		

¹ NRECA Market Research Services, 2016
² AAM Brand Report, December 31, 2026
³ Baxter Research Center study, March 2026
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, March 2026

Breakout of Paid Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Consumer-Member Elected Board	6,808
Engineering & Operations	5,676
Finance	1,237
Consumer-Member Services	1,152
GM/CEO	1,043
Legal	664
Administrative Management	545
IT	537
Communications	438
HR	353
Purchasing	288
Marketing	214

Source: AAM Statement, December 2025

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



Source: Baxter Research Study, March 2026

"RE Magazine highlights things happening within our industry and among our peers. It is a resource for ideas and an inspiration for improvements to the cooperative network."

— Co-op President/CEO

"I like to look for anything related to safety and tools. New trends and ideas pertaining to operations and line work."

— Co-op Operations Superintendent

"[RE Magazine] is full of information that is pertinent to what I do every day!...I love learning about what others are doing in other areas of the country. I can find relevancy in almost every single article."

— Co-op Executive VP/GM

"RE provides the connection between all cooperatives to keep up governance issues that directly affect the areas we serve. Articles and stories showcase the positive impacts and innovative ways cooperatives are finding solutions to continue to support the members they serve. Product reviews offer opportunities to identify tools and equipment that make every day work better, more ergonomic, and reduce risks."

— Vice President of Operations

* Quotes from RE Magazine’s quarterly ad study, conducted by Baxter Research Center.

RE MAGAZINE 2027 EDITORIAL CALENDAR

TOPICS SUBJECT TO CHANGE

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage Preview Guide	Free Ad Study		Buyer’s Guide	Free Ad Study
RESERVATION DEADLINE	11/23/26	01/04/27	01/25/27	02/24/27	03/25/27	04/23/27
FEATURE ARTICLES	Cover: Co-op Infrastructure/ Federal Funding Wins Feature: PX/TA Preview Tech: - Data Analytics for Better Decision Making - AI-Powered Load Forecasting - Advanced Distribution Management System	Cover: Data Center Era and Member Trust Feature: 2026 NRECA Year in Review Tech: - Connected Substations - Automation in Distribution Operations - Predictive Maintenance and Equipment Monitoring	Cover: How Boards Are Adapting to a More Complex Energy Landscape Feature: South Kentucky RECC’s Post-Tornado Rebuild Tech: - Mobile Technology in the Field - Digital Tools for Workforce Recruitment and Training - Workforce Training through Virtual Reality	Cover: Learning From Near Misses on Safety Feature: Q&A with NRECA’s New Safety Director Tech: - Digital Safety Tools for Crews - Wearable Tech for Lineworkers - Advanced Fault Detection Systems	Cover: Inside a Cyber Exercise Feature: Rural Murals/ Community Development Tech: - Cyber Tools Beyond Firewalls - How Co-ops Are Using Cloud Computing - Next-Generation Utility Communications Networks	Cover: Palisades Restart Feature: NRECA Broadband at 5 Years Tech: - Modern Outage Management Systems - The Future of Remote System Monitoring - The Rise of Connected Substations
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/26	Co-op Case Study Submissions Due: 10/01/26	Co-op Case Study Submissions Due: 11/01/26	Co-op Case Study Submissions Due: 12/01/26	Co-op Case Study Submissions Due: 01/02/27	Co-op Case Study Submissions Due: 02/01/27
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/26	Product or Service Releases Due: 12/01/26	Product or Service Releases Due: 01/02/27	Product or Service Releases Due: 02/01/27	Product or Service Releases Due: 03/01/27	Product or Service Releases Due: 04/01/27
INFOGRAPHIC	Recent Infrastructure/ Funding Wins	What is a Large Load?	The Board’s Dashboard	Safety Tech in the Digital Age	Elements of a Cybersecurity Tabletop Exercise	Palisades Restart by the Numbers
SPECIAL FEATURES		Special Feature: NRECA PowerXchange and TechAdvantage® “The Official” Preview Guide w/ Exhibitor List	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research		RE Magazine BUYER’S GUIDE: The Purchasing Source For Electric Cooperatives! View Online Buyer’s Guide: rebuyersguide.nreca.coop/	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 January 11-12, 2027 Marco Island, FL #CoopCEOS Directors Conference January 17-20, 2027 Tampa, FL #CoopDirectors NEXT Conference February 1-3, 2027 Amelia Island, FL DistribuTECH International March 1-4, 2027 Atlanta, GA	NRECA PowerXchange February 12-17, 2027 San Diego, CA #POWERXCHANGE27 The Expo at PowerXchange and TechAdvantage February 14-17, 2027 San Diego, CA #TECHADVANTAGE27		NRECA Safety Leadership Summit May 4-6, 2027 Omaha, NE #COOPSAFETY NRECA Connect Conference May 4-6, 2027 Columbus, OH #NRECAConnect	NRECA Co-Op CyberTech Conference May 17-19, 2027 Austin, TX #COOPCYBERTECH NRECA Broadband Leadership Summit June 7-9, 2027 Washington, DC	
AD MATERIAL DEADLINE	11/27/26	01/08/27	02/02/27	03/02/27	04/06/27	05/04/27
ESTIMATED MAIL DATE	12/30/26	02/02/27	03/02/27	03/30/27	05/04/27	06/02/27

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Membership Directory		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	CEO CloseUp Preview Guide
RESERVATION DEADLINE	05/25/27	06/25/27	07/26/27	08/24/27	09/24/27	10/25/27
FEATURE ARTICLES	Cover: Bigger Than Branding: Reminding Members They Own Their Co-op Feature: Wildfire Mitigation Update Tech: - Using Drones for Line and Asset Inspections - Machine Vision and Asset Inspection - Advanced Vegetation Management Technology	Cover: Artificial Intelligence for a Smarter Co-op Feature: Supply Chain Challenges and Outlook Tech: - Satellite Technology and Utility Mapping - Using Geographic Information Systems (GIS) More Effectively - Next-Generation Communications Networks for Grid Reliability	Cover: 1,000th Issue: Turning Points in Co-op History and the Road Ahead Feature: VCP Updates Tech: - Digital Workflows and Paperless Operations - Advanced Fault Detection Systems - Smart Applications for Broadband Technologies	Cover: The 2027 Class of Co-op Rising Stars Feature: N/A Tech: - Robotics in Utility Operations - Predictive Maintenance and Equipment Monitoring - Technology to Prevent the Next Safety Incident	Cover: NRECA International Update Feature: NRECA Advocacy and FEMA Reform legislation Tech: - Integrating Battery Storage into Co-op Systems - Microgrids and Community Resilience - Electric Vehicles as Utility Assets	Cover: Succession Planning/ Organizational Assessments Feature: 2028 CEO Close-Up Preview Tech: - Customer Service Technology and Self-Service Platforms - Artificial Intelligence for Member Services - The Evolution of Smart Meter Technology
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/27	Co-op Case Study Submissions Due: 04/01/27	Co-op Case Study Submissions Due: 05/01/27	Co-op Case Study Submissions Due: 06/01/27	Co-op Case Study Submissions Due: 07/01/27	Co-op Case Study Submissions Due: 08/01/27
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/27	Product or Service Releases Due: 06/01/27	Product or Service Releases Due: 07/01/27	Product or Service Releases Due: 08/01/27	Product or Service Releases Due: 09/01/27	Product or Service Releases Due: 10/01/27
INFOGRAPHIC	The Seven Cooperative Principles	Human + AI: Who Does What Now?	Five Turning Points in Co-op History	Rising Stars by the Numbers	Co-op Advocacy Lifecycle	Upcoming co-op Retirement Wave
SPECIAL FEATURES	MEMBERSHIP DIRECTORY of Electric Cooperatives and Affiliated Organizations (Cooperative, Associate and Affiliate Members)	Special Supplement: New Technology Collaborations, Best Practices, and Case Studies	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
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	NRECA Tax, Finance & Accounting Conference for Cooperatives August 1-4, 2027 Austin, TX		NRECA Regional Meeting 1&4 September 8-10, 2027 Charlotte, NC #NRECAREGIONALS NRECA Regional Meeting 5&6 September 14-16, 2027 Des Moines, IA #NRECAREGIONALS NRECA Regional Meeting 7 & 9 September 22-24, 2027 Omaha, NE #NRECAREGIONALS The Utility Expo October 5-7, 2027 Louisville, KY	NRECA Regional Meeting 2&3 October 5-7, 2027 Chattanooga, TN #NRECAREGIONALS NRECA Regional Meeting 8&10 October 13-15, 2027 St. Louis, MO #NRECAREGIONALS IEEE Rural Electric Power Confer & Expo October 19-21, 2027 Louisville, KY		
AD MATERIAL DEADLINE	06/01/27	07/06/27	08/03/27	08/31/27	10/01/27	11/02/27
ESTIMATED MAIL DATE	06/29/27	08/03/27	08/31/27	09/28/27	11/02/27	12/01/27

RE MAGAZINE PRINT ADVERTISING

ENHANCED DIGITAL PRESENCE

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



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 Barn Door 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:**
Technology for the Modern Grid Supplement
- DECEMBER:**
Annual CEO Close-Up Conference Preshow Coverage

QUARTERLY AD STUDY

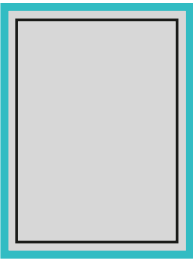
MARCH, JUNE, SEPTEMBER AND DECEMBER
Complimentary display advertising readership study conducted by Baxter Research. Companies who advertise in these issues receive a free ad study report with metrics on the effectiveness of their ad campaign with RE Magazine subscribers. Reports include direct audience feedback with comments on each ad studied. A sample study can be found here: electric.coop/advertisingperks.

SPECS

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 × 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 Barn Door	Please see page 16	

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> (Print ready, high resolution, .pdf format)
- COLOR:**
Specify as CMYK.
- GRAPHICS/IMAGES:**
Must be 300 dpi or greater. Blurred images 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 TAX ID N:**
53-0116145



- Full Page**
- ☒ Page Size: 8.375 x 11.125
- ☐ Trim Size: 8.125 × 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.

EXCLUSIVE BARN DOOR COVER

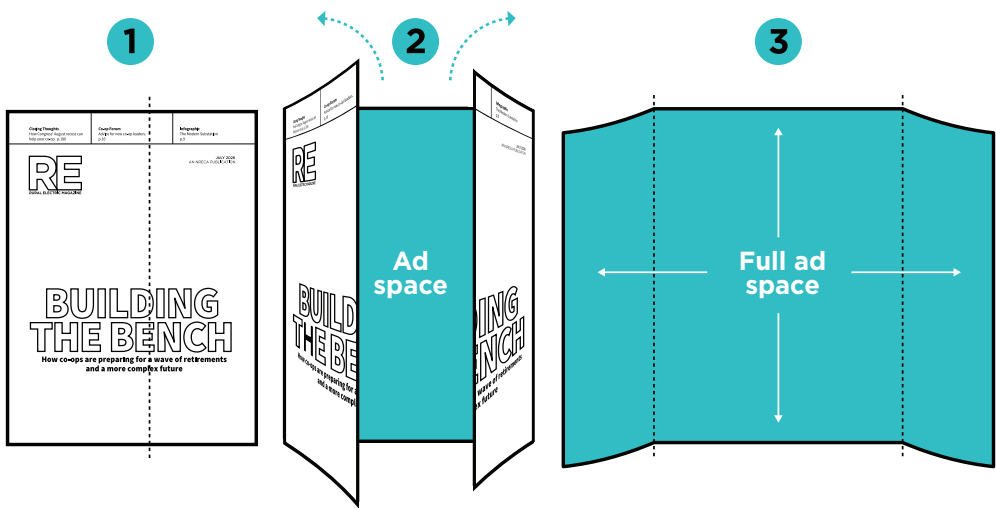


Make a bold statement with our exclusive Barn Door Cover—the premium advertising space that commands attention before the magazine is even opened.

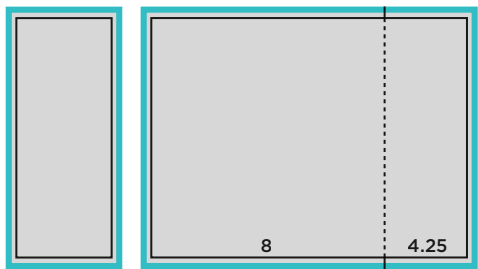
Your brand will be showcased directly on the cover, delivering maximum visibility and ensuring your message stands out. It’s a high-impact opportunity to capture readers’ attention, elevate brand awareness and leave a lasting impression.

Price: Please see page 14

Barn Door Cover



Specs



Page 1	Page 2
Page Size: 4.625 x 10.875	Page Size: 12.25 x 10.875
Trim Size: 4.375 x 10.625	Trim Size: 12.00 x 10.625
Live Area: 4.125 x 10.375	Live Area: 11.75 x 10.375

TECHNOLOGY FOR THE MODERN GRID SUPPLEMENT (AUGUST ISSUE)

As electric cooperatives continue to modernize the grid and embrace emerging energy technologies, staying informed about the latest innovations and industry best practices is more important than ever. This annual supplement highlights advancements in smart grid technologies, distributed energy resources, battery storage, electric vehicles, cybersecurity, and other next-generation solutions, providing co-op leaders with practical insights to strengthen system reliability, improve operational efficiency, and prepare their communities for the evolving energy landscape.

Thought Leadership Spread: \$8,700
Full-page 4-color ad: \$5,800
Half-page horizontal, 4-color ad: \$3,200

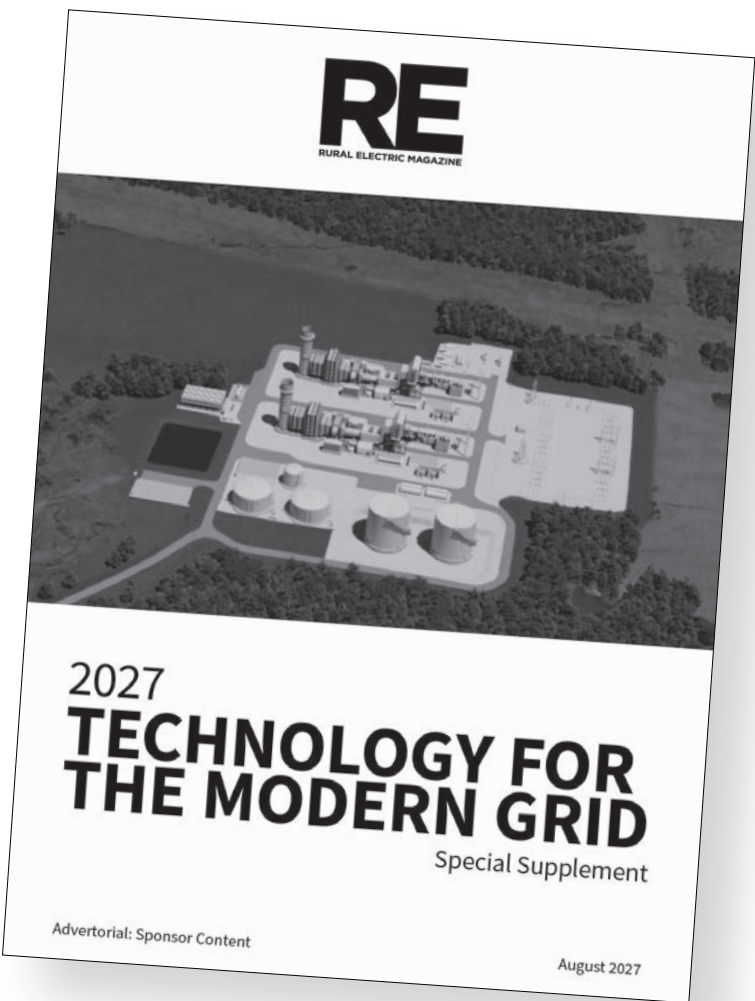
Please review the advertising terms and conditions before making a reservation.

Article Submission Date:
Monday April 19, 2027

Thought Leadership Guidelines:

- Length: 700–800 words (strict maximum: 800 words)
- Perspective: Use third-person point of view throughout
- Quotations: Include quotes from external sources to support your article
- Tone & Style:
 - Present ideas and solutions clearly and simply
 - Avoid marketing language
 - Do not include pricing or promotional content
 - Your submission should serve as a trusted, useful resource for co-op readers
- Images:
 - Include at least one image, graphic, or infographic
 - You may submit up to three visuals

An “ADVERTORIAL / SPONSOR CONTENT” marker will be included with your article.



Material Specifications

Full-Page, 4-color:
Trim Size: 7x10
Safety: 0.1875
Bleed: 0.125
Total size with .125 bleeds: 7.25'x10.25'

Half-page horizontal, 4-color:
Trim Size: 7x5
Safety: 0.1875
Bleed: 0.125
Total size with .125 bleeds: 7.25'x5.25'

RE MAGAZINE EXCLUSIVE 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 subscriber base of nearly 19,000 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 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.
- A minimum of 70% of each page must be dedicated to editorial content, with approximately 800 words recommended across the full spread.
- 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:

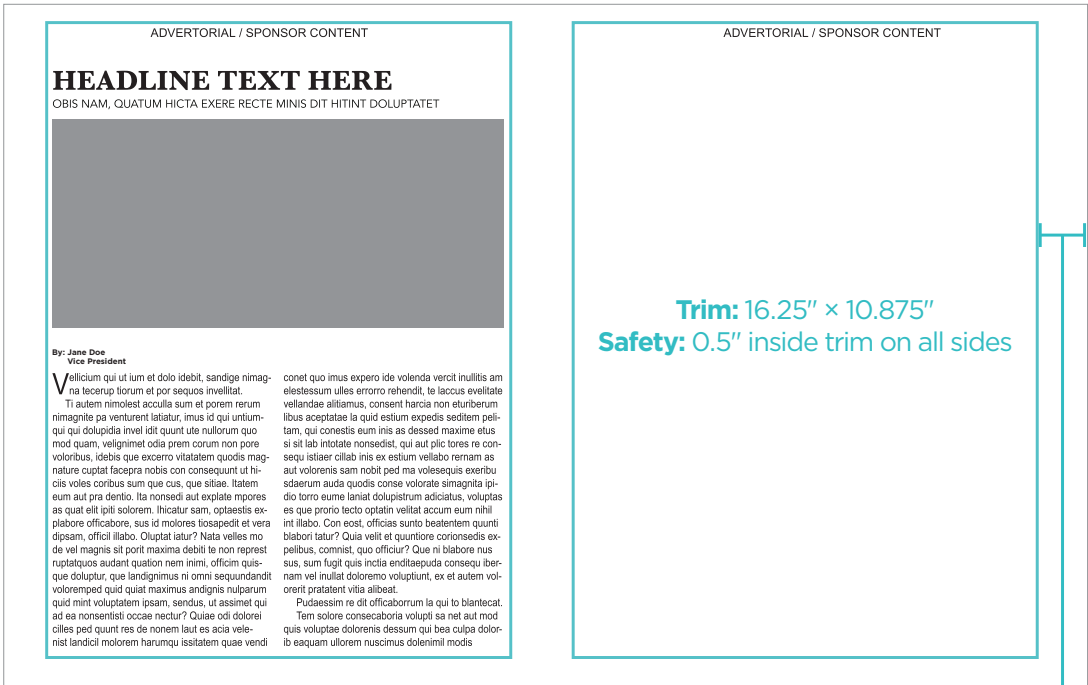
2 Pages	.\$8,700
3 Pages	.\$12,250
4 Pages	.\$15,500

Please review the advertisings terms and conditions before making a reservation

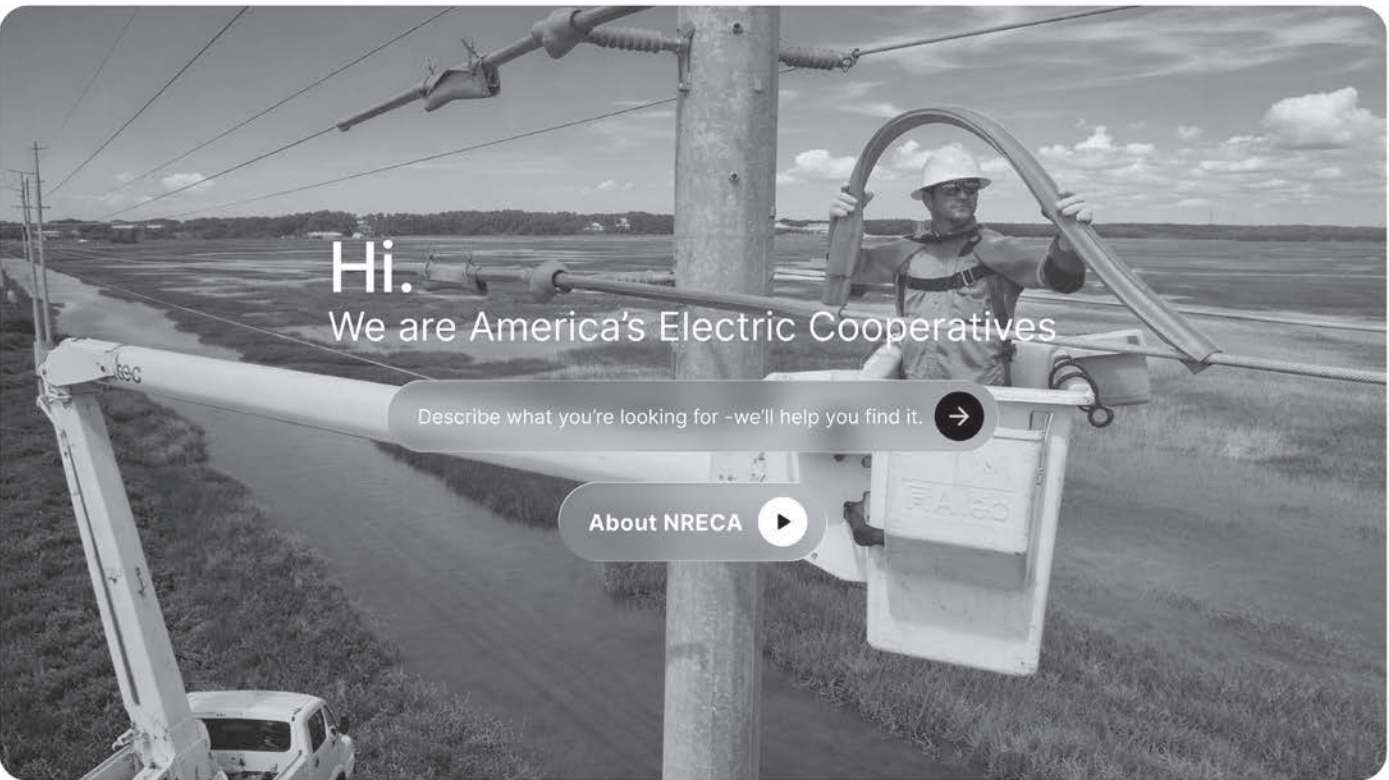
Deadlines

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	11/03/2026	11/09/2026	11/13/2026
February	12/08/2026	12/15/2026	12/22/2026
March	12/29/2026	01/05/2027	01/13/2027
April	01/29/2027	02/05/2027	02/12/2027
May	02/26/2027	03/05/2027	03/12/2027
June	04/02/2027	04/09/2027	04/16/2027
July	04/30/2027	05/07/2027	05/14/2027
August	06/01/2027	06/08/2027	06/15/2027
September	07/02/2027	07/09/2027	07/16/2027
October	07/30/2027	08/06/2027	08/13/2027
November	08/31/2027	09/07/2027	09/14/2027
December	10/01/2027	10/08/2027	10/15/2027



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.



Bright Spots: A Monthly Roundup of Electric Cooperatives' Community...

The dams can provide over 3,000 megawatts of reliable hydropower to millions of Americans.

♡ ↗

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The dams can provide over 3,000 megawatts of reliable hydropower to millions of Americans.

♡ ↗

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Subscribe

FEMA Public Assistance: Powering Recovery for Rural America

When disaster strikes, FEMA is a critical partner to electric co-ops

Learn more

The Future of Grid Resilience: Lessons from the Winter Storm

The dams can provide over 3,000 megawatts of reliable hydropower to millions of Americans.

♡ ↗

Bright Spots: A Monthly Roundup of Electric Cooperatives' Community...

The dams can provide over 3,000 megawatts of reliable hydropower to millions of Americans.

♡ ↗

wesco **Inventory + Expertise.**
Build the Grid of the Future. **Get Started**

Bright Spots: A Monthly Roundup of Electric Cooperatives'

Bright Spots: A Monthly Roundup of Electric Cooperatives'

Your Partner in Reliable Power and Broadband

WEBSITE ADVERTISING

Cooperative.com and Electric.coop will merge in 2027, creating a unified digital platform that brings together the reach, resources and audiences of both websites. This transition presents an exciting opportunity for advertisers to connect with a broader audience through a single, streamlined platform. Advertising on NRECA's website will provide organizations with increased visibility and the opportunity to reach electric cooperative leaders, professionals and industry stakeholders as the two platforms come together.

Digital Audience

81,000 active users/month

220,000+ monthly pageviews*

76,000+ e-newsletter recipients

Google Analytics, December 2025-May 2026

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.
- Web advertisers receive an advertisement in one weekly Electric Co-op News e-newsletter as a free value-add.

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	748 x 90 px	\$2,000/month	517 x 77 px

Website



DIGITAL AD REQUIREMENTS

(for website and e-newsletter ads)

- 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.
- 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.

Cancelations for website and e-newsletter advertising must be made in writing 45 days prior to the scheduled run date

Mock-up of NRECA's new website 2027. * Subject to change.

E-NEWSLETTER ADVERTISING



Funding Lays the Foundation.
Execution Builds the Network.



February 18, 2026 | [electric.coop](#) | [RE Magazine](#) | [Contact Us](#)



NRECA
National Rural Electric Cooperative Association

Electric Co-op News

TOP STORY

'A Crash Course in Who We Are': Co-op Recounts Ice Storm Power Restoration

It's been a trying start to the year for many co-ops in Southern states who faced significant outages after Winter Storm Fern. Hear from Middle Tennessee Electric on the challenges of ice storm restoration, the massive mutual aid effort and the teamwork across the co-op.

[Read more now](#)

PODCAST

FROM OUR SPONSORS

Award-Winning CEO Shares Her Co-op's Communication Strategy.

In a new episode of *Along Those Lines*, Cherryland Electric Cooperative CEO Rachel Johnson, this year's winner of the J.C. Brown Award, shares her thoughts on how to leverage new and traditional media platforms to reach members and educate the public.

**TOP
BUTTON**
(200 x 200)

BUTTON
(200 x 200)

ELECTRIC CO-OP NEWS

A weekly e-newsletter going to NRECA members covering the latest news and updates affecting electric co-ops.

Audience

76,000+ members including CEOs, Engineering and Operations Leaders, Purchasing Managers, Communications Managers and more.

E-newsletter Average Open Rate: **36.8%*** of delivered

E-newsletter Average Overall CTR: 6%* of opened

Rate and Specifications

AD TYPE	Top Button	Button
AD SIZE	200 × 200 px	200 × 200 px
FREQUENCY	Weekly	Weekly
RATE	\$1,500/week	\$1,000/week

*June 2025 Through May 2026

October 24, 2024



NRECA

America's Electric Cooperative

Executive News Brief

The NRECA Executive News Brief provides electric co-op leaders with a snapshot of media coverage on relevant topics for enhanced situational awareness. The inclusion of content in the news brief does not indicate NRECA's endorsement of the perspectives contained in the articles.

A message from CoBank: It's not exactly a secret, but this is not your parents' electric co-op. Rural Electric Management Development Council offers nimble leadership advice. [CLICK HERE](#) to learn more.

ENERGY POLICY

What Would Trump And Harris Do On Energy, Environment And Climate Change?
 The Hill · Rachel Frazin and Zack Budryk · Oct 24, 2024
 Vice President Harris and former President Trump are offering a stark contrast for voters when it comes to policies on fighting climate change, developing energy and protecting the environment.

Related Coverage:
[US-China Tech War Seen Heating Up Regardless Of Whether Trump Or Harris Wins, Reuters](#)

Sullivan: US Is Working With Allies On Mineral Marketplace Amid Energy Transition
 The Hill · Tobias Burns · Oct 23, 2024
 The U.S. is working with allies to build a standardized international marketplace for metals and minerals central to the ongoing energy transition, national security adviser Jake Sullivan said Wednesday.

DOE Invests In CarbonSAFE Projects
 Daily Energy Insider · Liz Carey · Oct 23, 2024
 On Monday, the U.S. Department of Energy's Office of Fossil Energy and Carbon Management announced it was investing more than \$518 million in carbon footprint reduction projects across the country.

BANNER 1

(600 x 180)

Millions Of Dollars Are Going To Virginia's Federal Elections
 Cardinal News (VA) · Elizabeth Beyer · Oct 24, 2024
 Tens of millions of dollars are flowing into the coffers of Virginia candidates seeking federal office. Contributing PACs include the National Rural Electric Cooperative Association.

Tags: [NRECA](#)

Related Coverage:
[Ag PACs Flock To Klobuchar But Two-Thirds Of Money Goes To GOP, AgriPulse](#)

INDUSTRY NEWS

USDA Rural Development Invests \$16.8 Million In 14 Projects For Co-Ops, Small Business, Infrastructure And Higher Learning In Rural Iowa
 Rural Development.gov · Oct 23, 2024
 The Rural Economic Development Loan and Grant program provides zero-interest loans to local utilities organizations which in turn pass the funding through to local businesses. Recipients are: Eastern Iowa Light and Power Cooperative to DeWitt Family Practice PLLC; Butler County Rural Electric Cooperative to AMS Memorial LLC.

BANNER 2

(600 x 180)

EXCLUSIVE!
EXECUTIVE NEWS BRIEF

A daily newsletter that provides CEOs, General Managers and other co-op leaders a snapshot of media coverage on relevant topics for electric co-operatives.

Audience

1,444+ co-op CEOs, GMs, other co-op decision makers

E-Newsletter Average Open Rate: **39.06%***

E-Newsletter Average CTR: **46.77%***

Rate and Specifications

AD TYPE	Welcome Message (500 Characters) +Banner ad
BANNER AD SIZE	600 x 180 px
FREQUENCY	Daily
RATE	\$5,000/month

Thought Leadership In-Style
Article Add On!

This is an opportunity to showcase and direct readers to informative and educational articles on your website or other industry resources. Provide a short intro (one sentence) with a URL address to content. Your content should align with one of the listed mainstay sections. It can be a press release, an industry announcement related to sponsor/advertiser. Publishing is subject to approval.

Cost \$2,500

*June 2025 through May 2026

EXCLUSIVE!

RE MAGAZINE NEWSLETTER SPONSORSHIP

A monthly newsletter delivered to RE Magazine subscribers and featuring timely insights, industry developments, and valuable content designed to keep co-op employees informed of what is happening in their industry.

E-Newsletter Average Open Rate: 37.5%

E-Newsletter Average Clicked through Rate: 5.9%

*March 2025 through April 2026.

20,000+ subscribers including CEOs, Engineering and Operations Leaders, Purchasing Managers, Communications Managers and more

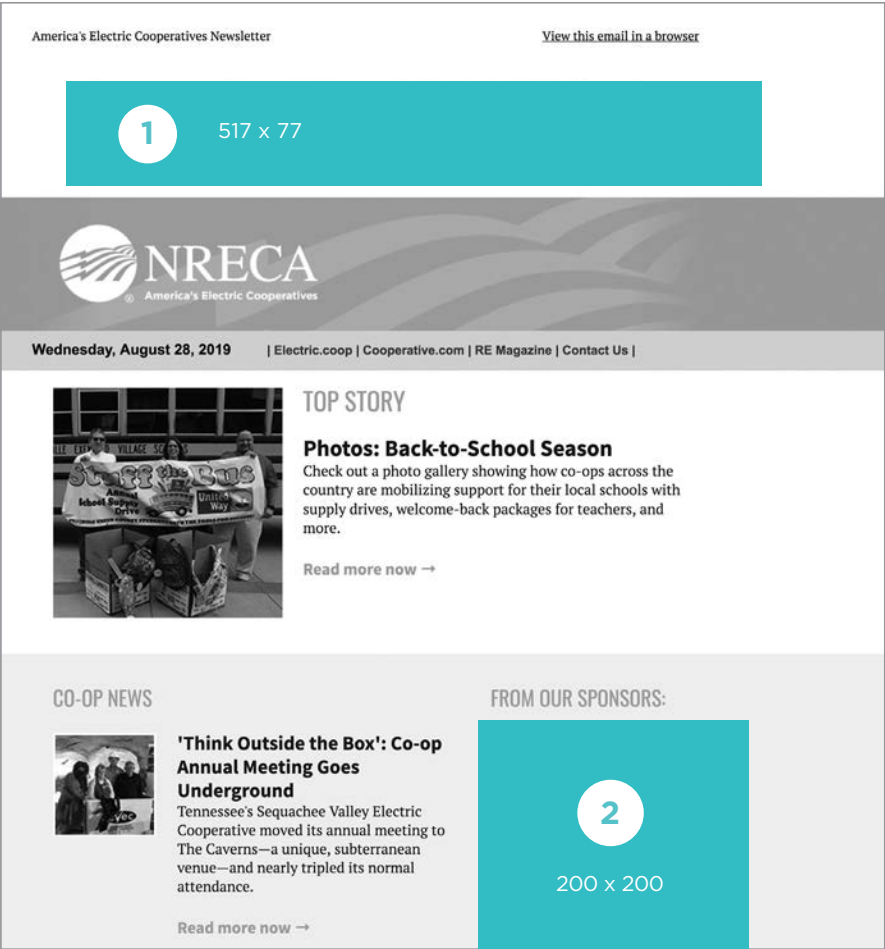
Rate and Specifications

AD TYPE	Newsletter
AD SIZES	Button: 200 x 200, Leaderboard: 517 x 77
FREQUENCY	Weekly
RATE	\$3,000/month

	AD TYPE	SIZE	PLACEMENT
	Newsletter		
1	Top Leaderboard	517 x 77 px	4x in the RE newsletter
2	Button	200 x 200 px	4x in the RE newsletter
	Print Edition		
3	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

Newsletter



Print Edition



ALONG THOSE LINES PODCAST EXCLUSIVE SPONSORSHIP

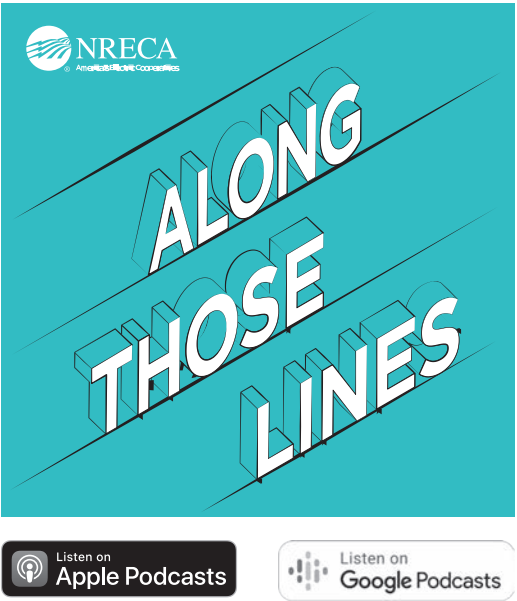
NRECA's award-winning podcast looks at the major stories and people from electric cooperative country. The podcast focuses on everything from emerging power market and policy issues to co-op governance and NRECA's work on behalf of its members.

In 2027, the podcast will look at the impact of upcoming congressional elections, new energy technologies, co-op infrastructure projects, and more.

Podcast listeners often take action in direct response to hearing a sponsorship message:

- 69% have been introduced to a new brand*
- 57% visited the sponsor's website*
- 41% made a purchase from the sponsor*

**Acast's Podcast Pulse via Edison Research (2024)*



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, approximately 34 words), placed before the show content begins.
- Mid-roll ad (30 seconds, approximately 68 words), 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



Molly Christian hosts NRECA's
Along Those Lines Podcast
Photo by Erin Sutherland

AVERAGE EPISODE DOWNLOADS:

1,207

MAY 2025 - MAY 2026

electric.coop/podcast



Photo by: Denny Gainer/NRECA

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.

Associate Membership is required to participate in most NRECA events. To learn more about membership, please contact your account manager, see page 32.

America's Electric Cooperatives Advocacy Classic & CEO Close-Up Conference

Jan. 10-12, 2027 | Marco Island, FL

Approx. 650 attendees

74% CEO/General Managers

26% Other Co-op Executive Staff

Directors Conference

Jan. 17-20, 2027 | Tampa, FL

Approx. 900 attendees

68% Board of Directors

32% Other Co-op Executive and Management Level Staff

NRECA PowerXchange

Feb. 12-17, 2027 | San Diego, CA

Approx. 4,500 attendees

62% Board of Directors

24% Other Co-op Executive and Management Level Staff

14% CEO/General Managers

TechAdvantage Conference

Feb. 14-17, 2027 | San Diego, CA

Approx. 1,900 attendees

52% Engineering and Operations Staff

23% Information Technology Staff

10% Supply Chain Management Staff

15% Other Co-op Staff

Safety Leadership Summit

May 4-6, 2027 | Omaha, NE

Approx. 1,100 attendees

55% Linemen and Operations Staff

32% Safety and Loss Control Managers and Staff

13% CEO/General Managers and other Co-op Executive Staff

Connect Conference

May 4-6, 2027 | Columbus, OH

Approx. 600 attendees

65% Marketing and Communications Staff

23% Member Services Staff

12% Other Communications Staff

Co-op Cyber Tech Conference

May 17-19, 2027 | Austin, TX

Approx. 400 attendees

59% IT Staff

41% Other Co-op Staff

Tax, Finance and Accounting Conference for Cooperatives

Aug. 1-4, 2027 | Austin, TX

Approx. 600 attendees

55% Electric Co-op Specific Accountants

30% Non-Electric Co-op Accountants

15% Other Electric Co-op Staff

Regional Meetings

Regions 1&4 | Sept. 8-10, 2027 | Charlotte, NC

Regions 5&6 | Sept. 14-16, 2027 | Des Moines, IA

Regions 7&9 | Sept. 22-24, 2027 | Omaha, NE

Regions 2&3 | Oct. 5-7, 2027 | Chattanooga, TN

Regions 8&10 | Oct. 13-15, 2027 | St. Louis, MO

From 700-1,200 attendees per location

70% Board of Directors

30% Other Co-op Staff

Dates are subject to change.

THE EXPO AT POWERXCHANGE AND TECHADVANTAGE

This is the only event of its kind bringing together thousands of cooperative CEOs as well as engineering, operations, energy services and IT professionals looking for the hottest innovations. Don't miss this once-a-year opportunity to meet face-to-face with thousands of enthusiastic attendees



9,000+
Registrants



50
States + International



600+
CEOs



978
Co-ops represented
(Affiliate, Associate, Distribution, G&T,
International, Other, Service, Statewide)

TECHADVANTAGE® PRIORITY POINTS

Exhibitors earn Priority Points each year that determine their company's booth space selection order for the following year's TechAdvantage Expo. The more you participate across NRECA programs, the more Priority Points you earn.

Earn Points By:

- Exhibiting: Earn 10 base points plus 10 points per 100 sq ft of exhibit space
- Associate Membership: Up to 100 points based on membership type
- Sponsorship: Up to 150 points based on PowerXchange and TechAdvantage sponsorship investment
- Advertising: 20 points each for advertising in the (1) February Pre-show issue of RE Magazine (2) TechAdvantage On-site Program Guide

Priority Points are calculated using current-year participation only and determine booth selection priority for the following year. Points do not carry over from year to year.

Maximize Your Priority

- Expand your booth footprint
- Upgrade your NRECA membership
- Increase your sponsorship investment
- Advertise in the February issue of RE Magazine and the TechAdvantage On-site Guide

FUTURE EXPO LOCATIONS

March 12-15, 2028
New Orleans, Louisiana

March 11-14, 2029
Houston, Texas

February 24-27, 2030
Nashville, Tennessee

FOR ADDITIONAL INFORMATION, CONTACT:

Novack Management, Inc.
NRECA Show Management
(917) 373-9928

mary_n@novackmanagement.com

[COOPERATIVE.COM/THEEXPO](https://www.cooperative.com/theexpo)



Photo by: Denny Gainer/NRECA

CONTACT US

Associate Membership and Advertising

Sponsorships



Danielle Burton
(301) 514-6236
dburton@remagazine.org



Ijilbish Nergui
(703) 907-5908
ijilbish.nergui@nreca.coop



Julie Cook
(443) 668-7641
jcook@remagazine.org



Sam Dodson
(918) 312-6728
sdodson@remagazine.org



Sarah Faconti
(860) 459-7215
sfaconti@remagazine.org



Andrea Pankoff
(303) 919-0727
apankoff@remagazine.org

