



ACCESS.
ENGAGEMENT.
RESULTS.

2025 Media Kit

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ENGAGE WITH ELECTRIC COOPERATIVES,

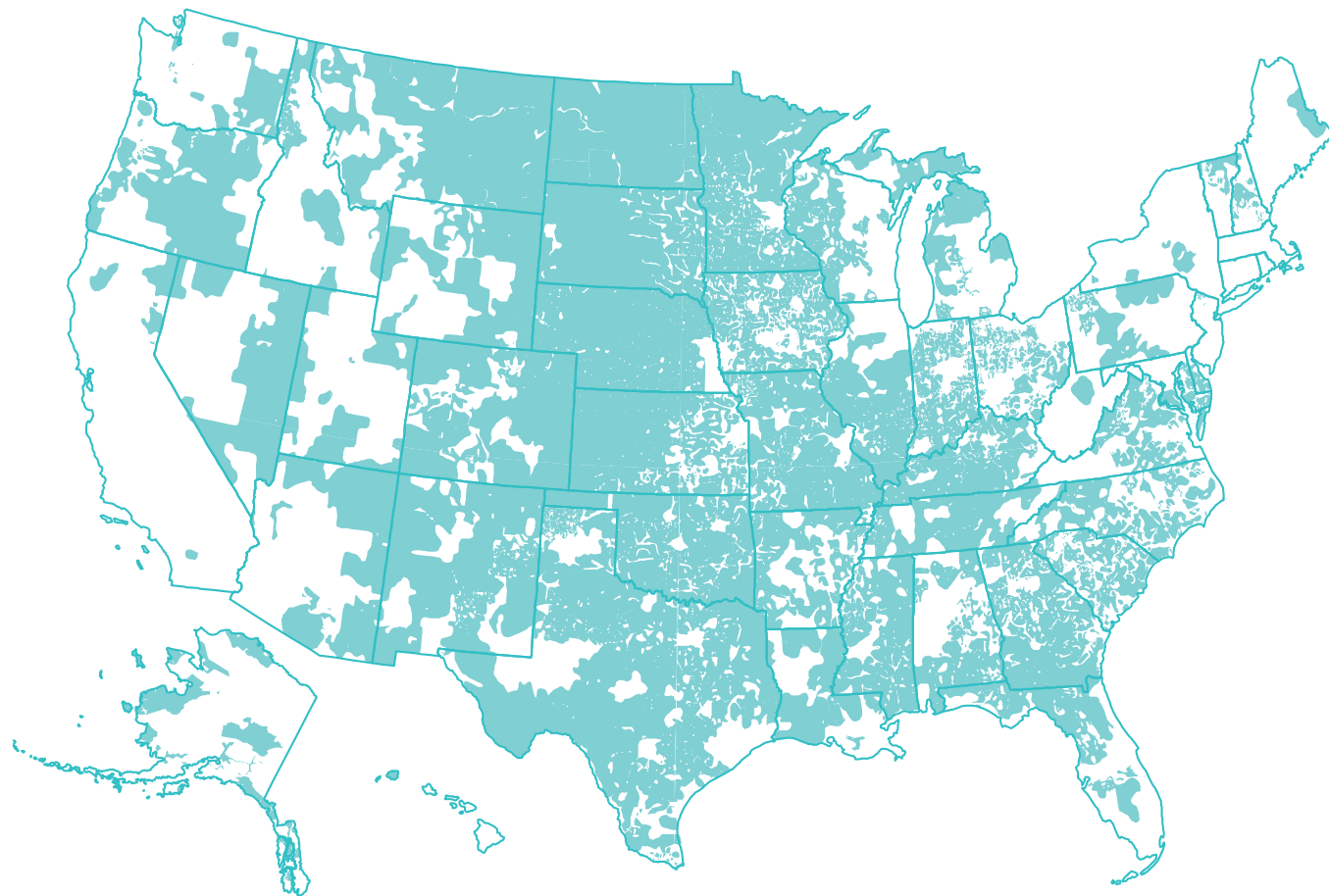
and you'll understand the true meaning of partnership. Electric cooperatives are local, member-owned energy and technology providers whose paramount mission is to enrich their communities with safe, reliable, affordable power. They embrace their role as stewards of our nation's critical infrastructure, 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.

64 generation & transmission cooperatives...

... power

56% of the nation's landmass.

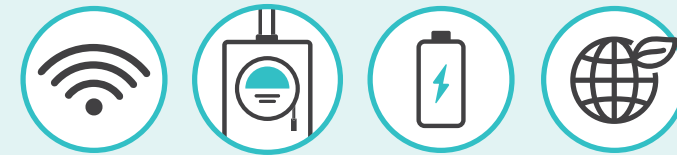


Own and maintain 42% (2.7 million miles) of U.S. electric distribution lines that serve our communities.

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**



Today, co-ops are leveraging new infrastructure funds to support their communities through programs included in the Infrastructure Investment and Jobs Act, the Inflation Reduction Act, and others.

Hundreds of co-ops have been awarded billions of federal dollars to finance projects like:

- Clean Energy Technologies, including solar, wind and battery storage
- Microgrid Deployment
- Transmission & Distribution Upgrades
- Carbon Capture and Storage
- Electric Vehicles
- Broadband and Smart Grid Investments
- Grid Hardening and Resilience from Natural Disasters
- Long Duration Battery Technologies

Source: NRECA, December 2024



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 60 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.

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 VIP room block at TechAdvantage	X			
Discounts on RE Magazine 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 RE Magazine	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 RE Magazine	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 X (formerly known as Twitter).	X	X	X	
Access to the NRECA Career Center	X	X	X	

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

MAY 2024 RE MAGAZINE



Scan to Download
a back issue of
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.

23K+
RE Magazine
print subscribers

74K+
NRECA News
e-newsletter
recipients

23K+
RE Magazine
e-newsletter
recipients

Unrivaled 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

86% of CEOs read most issues¹

76% of subscribers read most issues¹

58% participate in purchasing action³

Readership Breakdown

92% Distribution Cooperatives, Public Power Districts and Public Utility Districts²

7% Generation and Transmission Cooperatives²

1% Statewide Organizations²

Reach

19,112 Average Qualified, Paid Subscribers²

40,135 Pass-Along Readership³

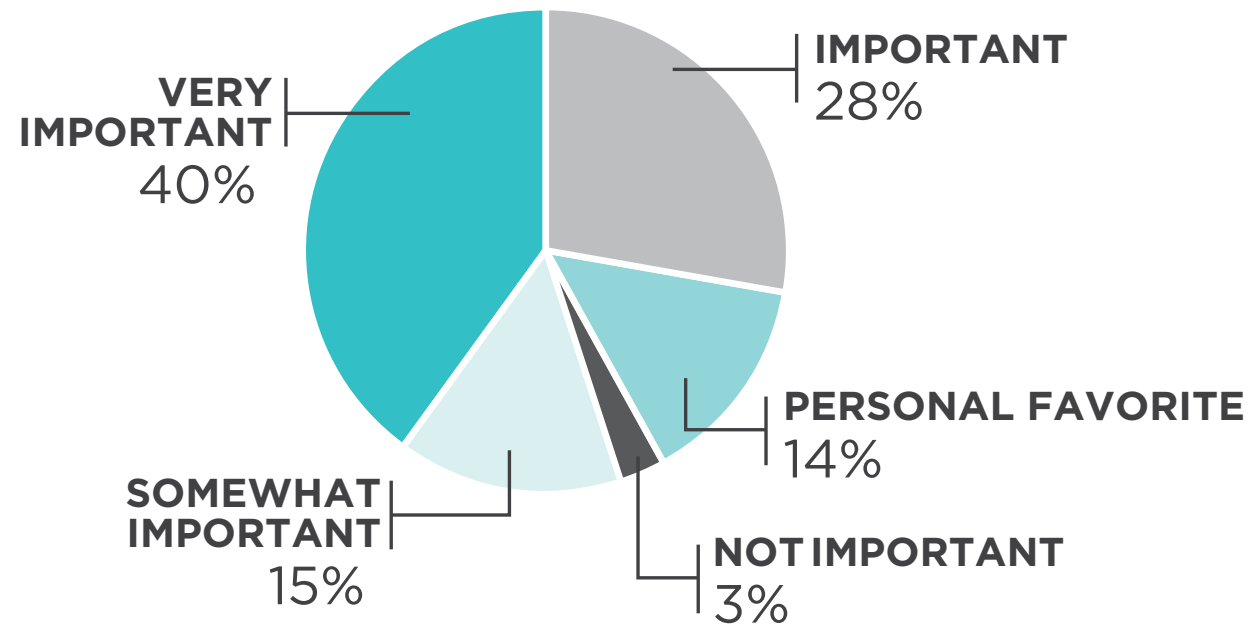
¹ NRECA Market Research Services, 2016

² AAM Brand Report, June 2024

³ Baxter Research Center study, March 2024
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 2024

Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,857
Engineering & Operations	5667
Finance	1,234
Consumer-Member Services	1,147
GM/CEO	1,049
Legal	680
Administrative Management	550
IT	537
Communications	432
HR	347
Purchasing	292
Marketing	211

Source: AAM Statement, June 2024

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

89%

LIKED ONE OR MORE ADS

97%

HAVE IMPROVED OPINION

75%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

81%

ENGAGED IN A PRELIMINARY BUYING BEHAVIOR*

51%

ENGAGED IN AN ACTIVE BUYING BEHAVIOR**

34%

Source: Baxter Research Study, March 2024

[Rural Electric Magazine] provides a broad overview of the co-op organizations across the country as well as in-depth technical and political/policy-related articles important to us all. I especially enjoy the individual co-op highlights, as they show unique struggles, triumphs and how we all strive to meet our member needs.

— Manager, System Reliability

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

RE MAGAZINE 2025 EDITORIAL CALENDAR

TOPICS 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	11/22/24	01/03/25	01/24/25	02/24/25	03/24/25	04/24/25
AD MATERIAL DEADLINE	11/29/24	01/08/25	01/31/25	03/03/25	03/31/25	05/01/25
FEATURE ARTICLES	Cover: Co-op Innovation Feature: N/A Tech: - Ratemaking - Fracking and geothermal - Cost/Benefittools	Cover: Value of the co-op model Feature: PX/TA previews Tech: - FLISR - Wind tech training - Pole attachments	Cover: Snake River Dams Feature: CEO coaching Tech: - Organizational assessments - Broadband and the Board - Contract and procurement fraud	Cover: Int'l year of co-ops Feature: TBD Tech: - Serving unique load - Drivers of demand growth - Managing load	Cover: TBD Feature: Crisis communications Tech: - C&I Electrification - Cyber conf. preview - Wildfire tech	Cover: Cyber breach Feature: TBD Tech: - Physically securing cyber assets - Cyber risk assessments - Security engineering
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/24	Co-op Case Study Submissions Due: 10/01/24	Co-op Case Study Submissions Due: 11/01/24	Co-op Case Study Submissions Due: 12/01/24	Co-op Case Study Submissions Due: 01/02/25	Co-op Case Study Submissions Due: 02/01/25
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/24	Product or Service Releases Due: 12/01/24	Product or Service Releases Due: 01/02/25	Product or Service Releases Due: 02/01/25	Product or Service Releases Due: 03/01/25	Product or Service Releases Due: 04/01/25
INFOGRAPHIC		Areas where co-ops are innovating	Leadership journey	Types of international co-ops	EV planning	Cyber recovery process
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		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 Jan 12-14, 2025 Marco Island, FL cooperative.com/ceocloseup NEXT Conference Feb 3-5, 2025 Bonita Springs, FL	NRECA PowerXchange Mar 7 - 12, 2025 Atlanta, GA The Expo at PowerXchange and TechAdvantage® Mar 10 - 12, 2025 Atlanta, GA techadvantage.org DistribuTECH International Mar 24-27, 2025 Dallas, TX		NRECA Safety Leadership Summit Apr 22-24, 2025 Arlington, TX cooperative.com/safetysummit IEEE Rural Electric Power Confer & Expo Apr 29-May 1, 2025 Westminster, CO	NRECA Connect Conference May 13 - 15, 2025 Kansas City, MO cooperative.com/connect NRECA Broadband Leadership Summit Jun 4-6, 2025 Washington D.C. NRECA Co-Op CyberTech Conference Jun 24-26, 2025 Denver, CO	FiberConnect Jun 1-4, 2025 Nashville, TN
ESTIMATED MAIL DATE	12/31/24	02/03/25	03/03/25	03/31/25	04/28/25	06/02/25

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	05/23/25	06/24/25	07/24/25	08/22/25	09/24/25	10/24/25
AD MATERIAL DEADLINE	06/01/25	07/01/25	07/31/25	08/29/25	10/01/25	10/31/25
FEATURE ARTICLES	Cover: Wildfire mitigation Feature: TBD Tech: - Inverter-based DER interconnections - AMI data advances - Using networked smart meters	Cover: Co-op rising stars Feature: NA Tech: - Synergies between electric and broadband - Cyber issues in broadband - Fiber for reliability, smart grid, AI etc.	Cover: Infrastructure update Feature: TBD Tech: - Comms infrastructure - Broadband data center builds - Middle mile update	Cover: Safety Feature: Line safety Tech: - Robotics and safety - VR training - Quantum computing	Cover: NRECA International Feature: Military installations Tech: - Ransomware recovery - SCADA security - Data analytics and vegetation management	Cover: Tech Trends - Co-ops and AI Feature: CEO conf. preview Tech: - Can AI replace human co-op workers? - Cloud data platform - Utility/DER/Third party data
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/25	Co-op Case Study Submissions Due: 04/01/25	Co-op Case Study Submissions Due: 05/01/25	Co-op Case Study Submissions Due: 06/01/25	Co-op Case Study Submissions Due: 07/01/25	Co-op Case Study Submissions Due: 08/01/25
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/25	Product or Service Releases Due: 06/01/25	Product or Service Releases Due: 07/01/25	Product or Service Releases Due: 08/01/25	Product or Service Releases Due: 09/01/25	Product or Service Releases Due: 10/01/25
INFOGRAPHIC	Wildfire mitigation	Fiber and smart grid	Infrastructure spending	Apprentice lineworker training	TBD	AI impact
SPECIAL SUPPLEMENTS	MEMBERSHIP DIRECTORY of Electric Cooperatives and Affiliated Organizations (Cooperative Members, Associate Members & Affiliate Members)	Special Supplement: Co-op Broadband Case Studies Supplement	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	Special Cybersecurity Insert		Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	NRECA TFACC Aug 3-6, 2025 Boston, MA		NRECA Regional Meetings 1 & 4 Sept. 3-5, 2025 Providence, RI NRECA Regional Meetings 5 & 6 Sept 23-25, 2025 Madison, WI	NRECA Regional Meetings 7 & 9 Oct 6-8, 2025 Bellevue, WA The Utility Expo Oct 7-9, 2025 Louisville, KY NRECA Regional Meetings 2 & 3 Oct 21-23, 2025 Biloxi, MS NRECA Regional Meetings 8 & 10 Oct 27-29, 2025 Round Rock, TX		
ESTIMATED MAIL DATE	06/30/25	07/28/25	08/28/25	09/29/25	10/27/25	12/03/25

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

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.

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

DISPLAY ADVERTISING INTERIOR PAGE POSITION	TRIM SIZE	LIVE AREA
A Two-Page Spread w/Bleed*	16.125 x 10.875	15.875 x 10.625
B Two-Page Spread Non-Bleed	16.25 x 10.875	15 x 10
C Full-Page w/Bleed	8.125 x 10.875	7.875 x 10.625
D Full-Page Non-Bleed	8.125 x 10.875	7 x 10
E Two-Thirds Page	4.375 x 9.375	
F One-Half Page Horizontal	7.125 x 4.875	
G One-Half Page Island	4.625 x 7.00	
H One-Third Page Vertical	2.375 x 9.375	
I One-Third Page Square	4.875 x 4.875	
J One-Quarter Page	3.375 x 4.875	
K One-Sixth Page	2.375 x 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>

(Print ready, high resolution, .pdf format)

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:

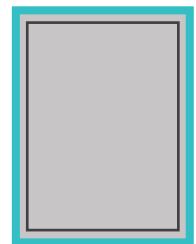
Please apply a border to any fractional ad with a white background

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.

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 legible 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.

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.

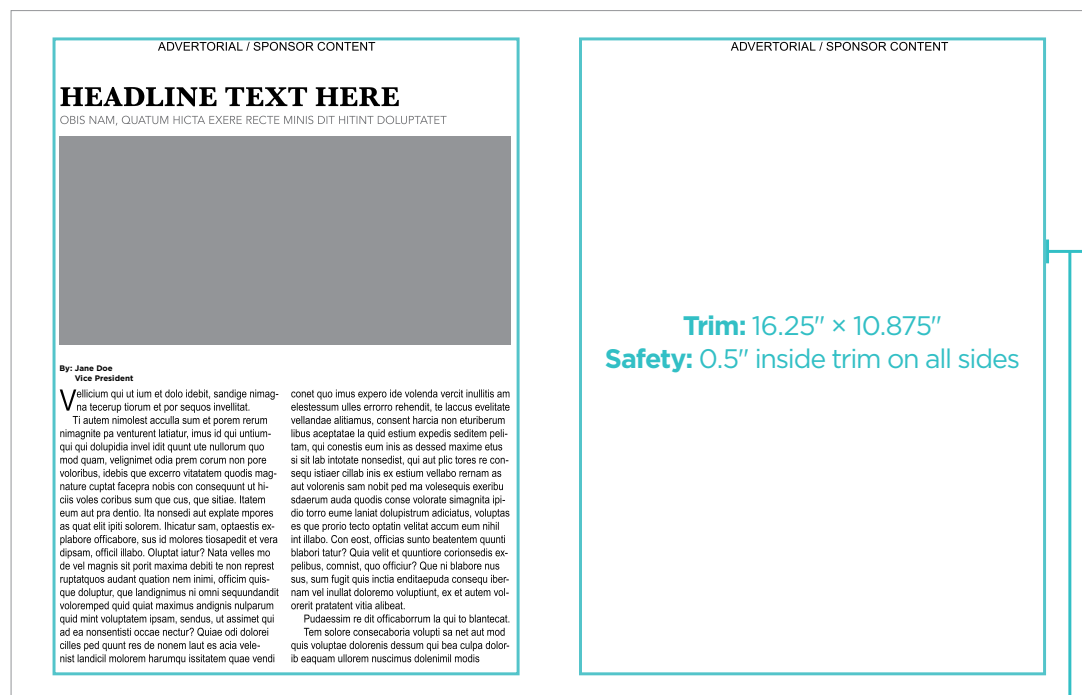
Pricing:

2 Pages	\$8,500
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	11/04/24	11/08/24	11/15/24
February	12/09/24	12/16/24	12/23/24
March	12/30/24	01/06/25	01/13/25
April	01/30/25	02/06/25	02/13/25
May	02/28/25	03/07/25	03/14/25
June	04/03/25	04/10/25	04/17/25
July	05/02/25	05/09/25	05/16/25
August	06/02/25	06/09/25	06/16/25
September	07/03/25	07/10/25	07/17/25
October	08/01/25	08/08/25	08/15/25
November	09/01/25	09/08/25	09/15/25
December	10/03/25	10/10/25	10/17/25



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

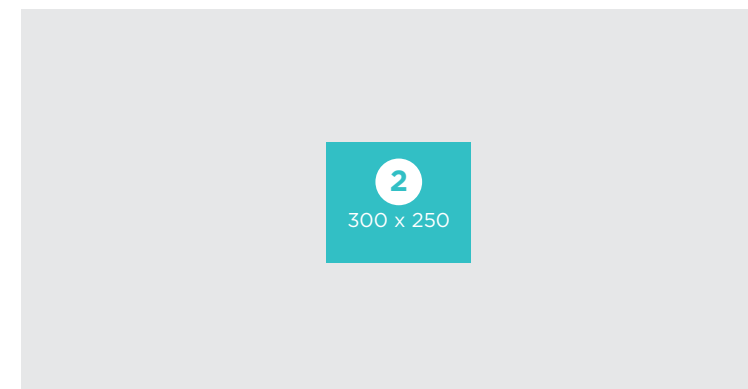
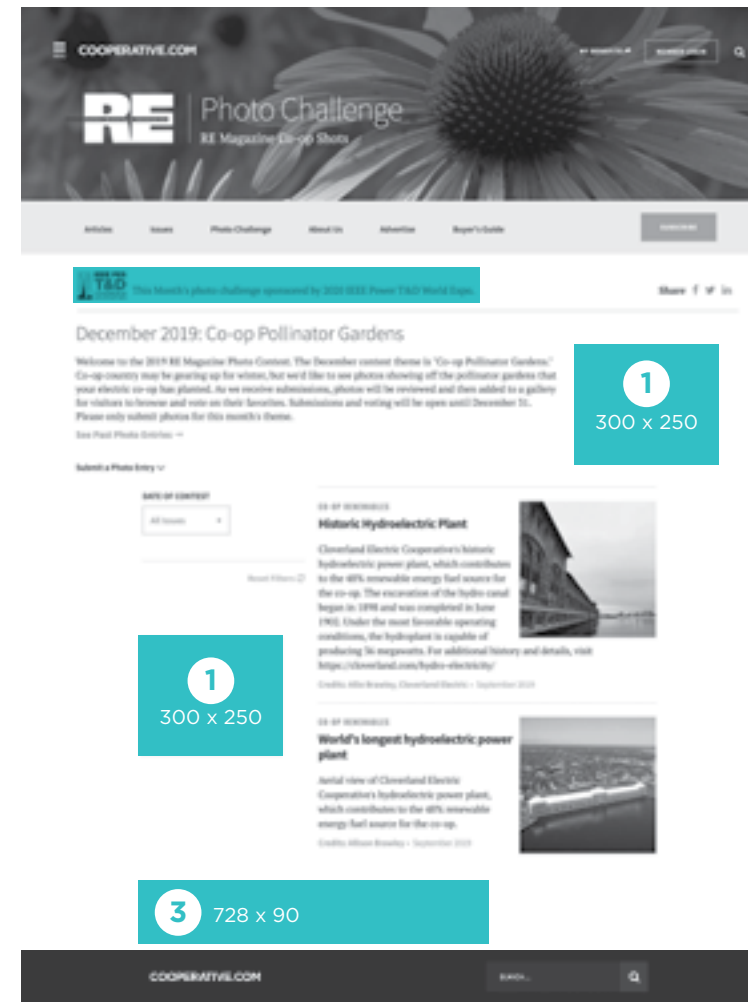
Pricing
\$3,000 per month

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 RE newsletter
5 Button	200 x 200 px	4x in the RE newsletter
Print Edition		
6 Name & logo of sponsor*	N/A	Co-op Shots monthly feature

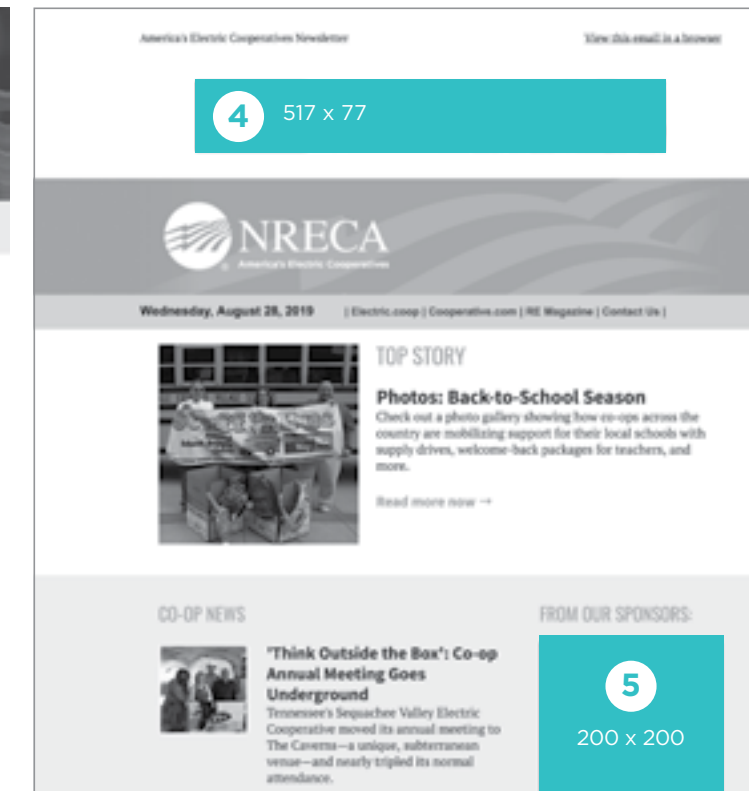
*Please provide vector .eps logo file to be used in print edition announcing the monthly photo challenge winner

Website



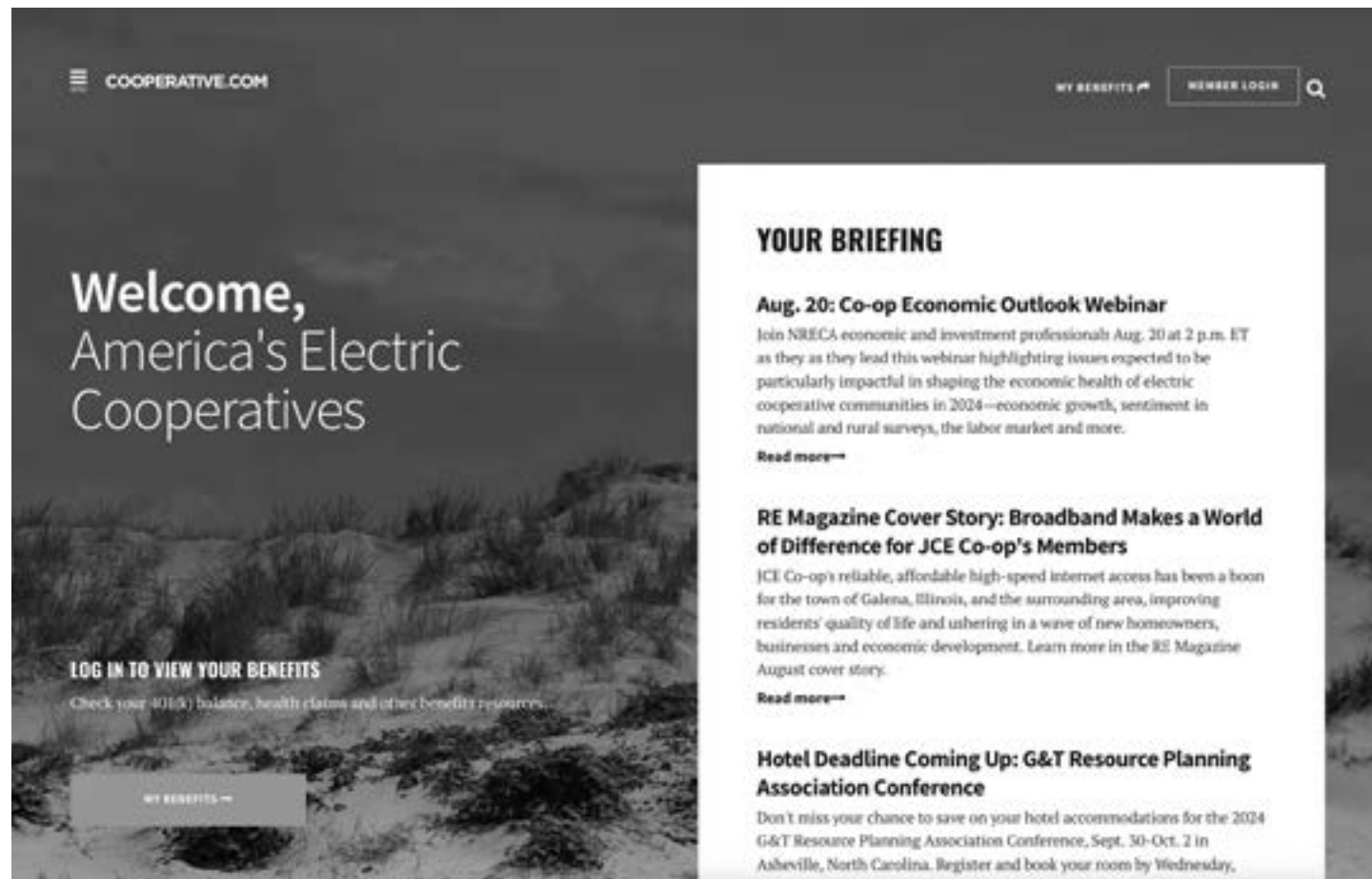
Please visit the photo contest gallery to see the interstitial ad:
cooperative.com/remagazine/photo-challenge

Newsletter



Print Edition





COOPERATIVE.COM WEBSITE 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

69,000 active users/month
 220,000+ monthly pageviews*
 75,000+ e-newsletter recipients

Google Analytics, December 2023-May 2024

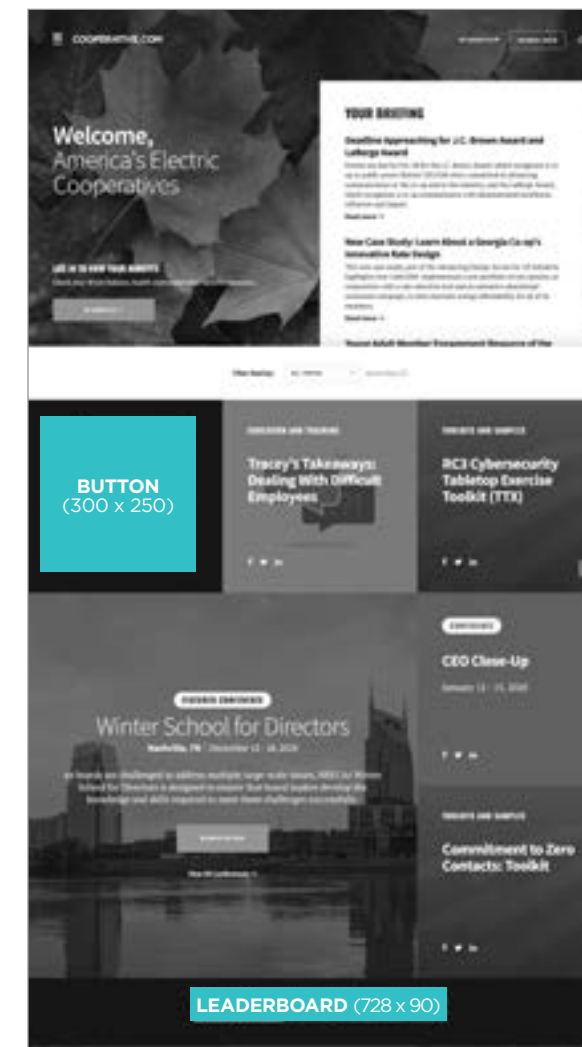
Display Advertising

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

Website

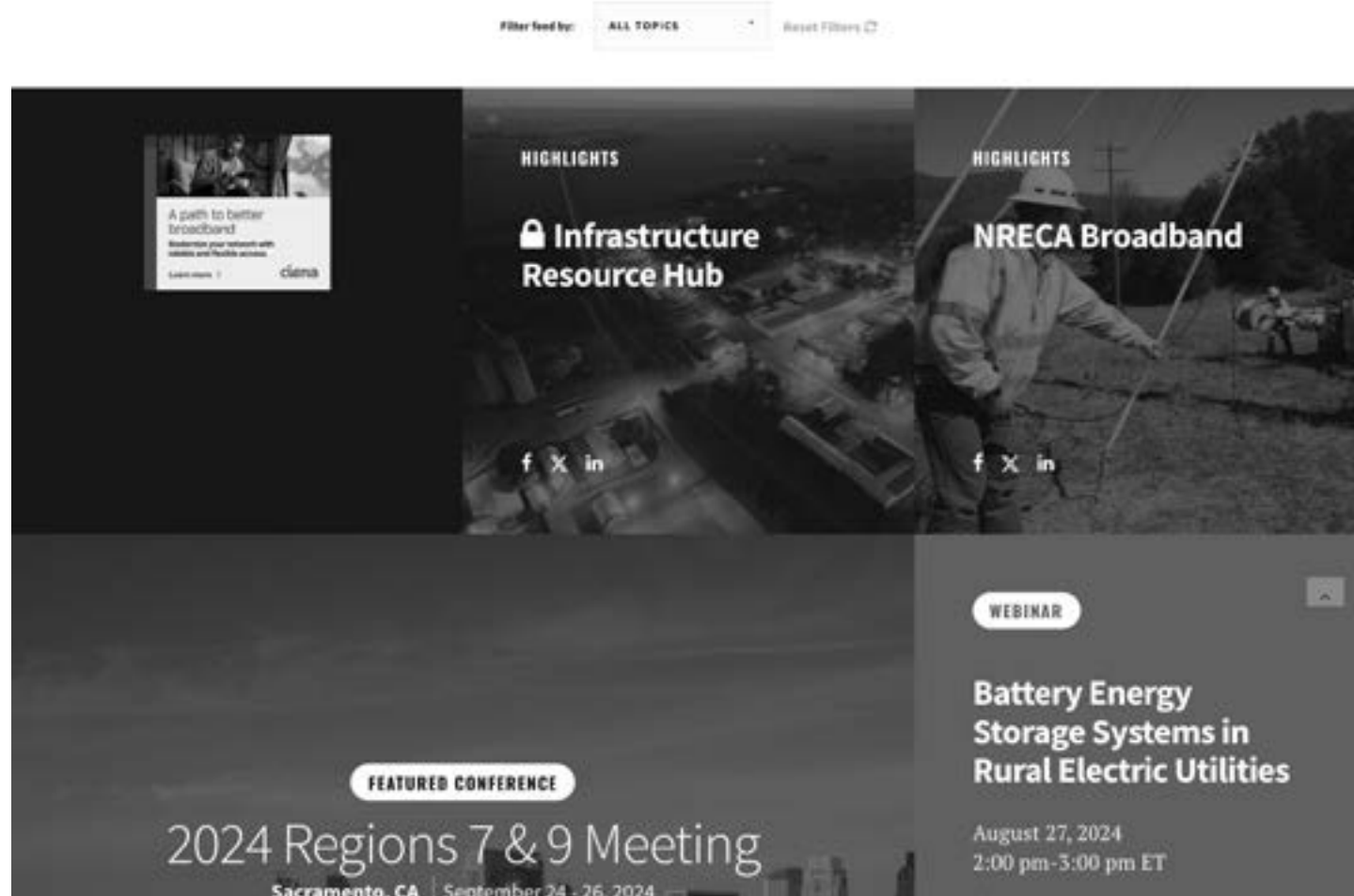


Please visit cooperative.com to see actual website placements.

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.



E-NEWSLETTER ADVERTISING

ELECTRIC CO-OP NEWS

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

Audience

74,000+ members including CEOs, Engineering and Operations Leaders, Purchasing Managers, Communications Managers and more.

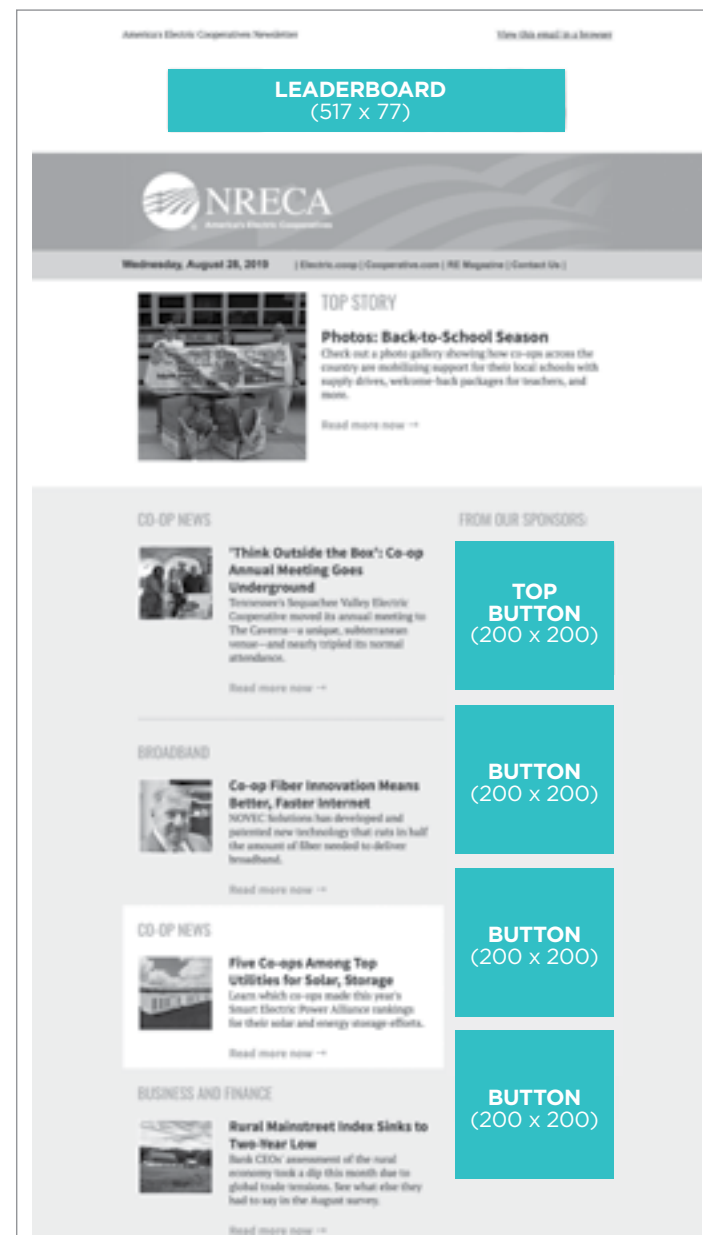
E-newsletter Average Open Rate: **35.3%*** of delivered

E-newsletter Average Overall CTR: **7%*** of opened

**December 2023 through May 2024*

Rate and Specifications

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



CEO EDUCATION OUTLOOK

A monthly e-newsletter highlighting educational opportunities, resources and tools for co-op CEOs.

Audience

930+ co-op CEOs and General Managers

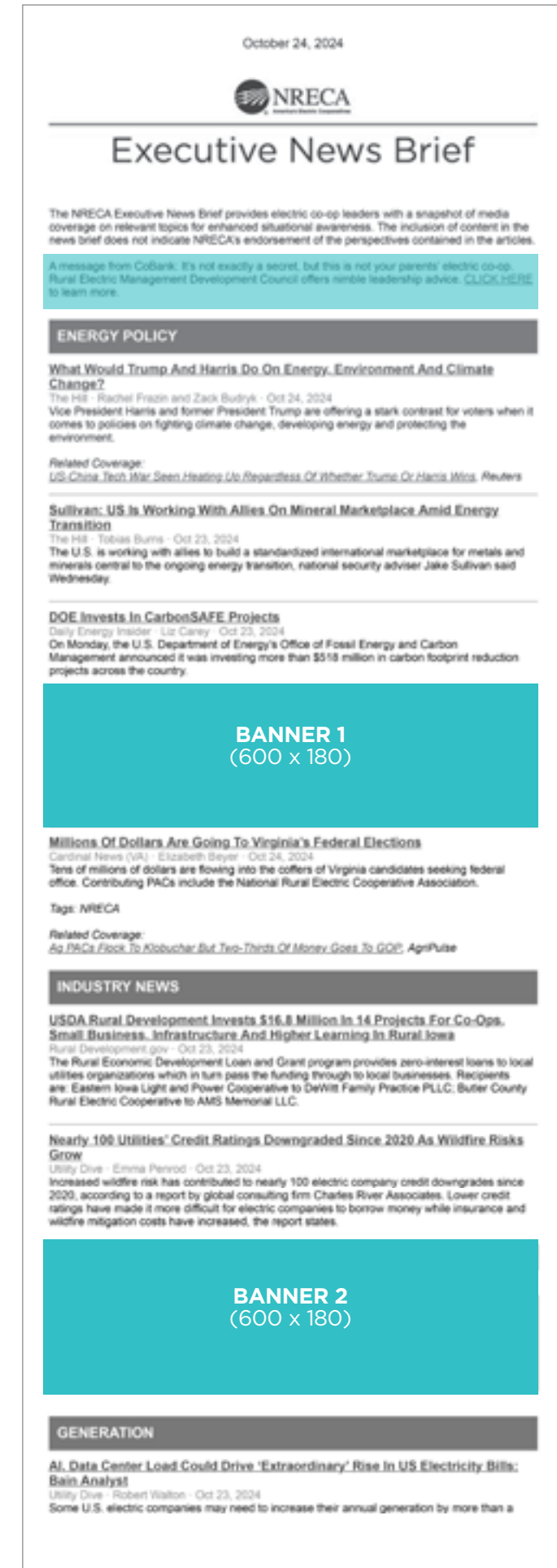
E-newsletter Average Open Rate: **53.8%*** of delivered

E-newsletter Average Overall CTR: **12.8%*** of opened

**December 2023 through May 2024*

Rate and Specifications

AD TYPE	Top Button	Button
WEBSITE AD SIZE	200 x 200 px	200 x 200 px
FREQUENCY	Monthly	Monthly
RATE	\$700/month	\$500/month



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

1,500+ co-op CEOs, GMs, other co-op decision makers

E-Newsletter Average Open Rate: **103.5%***

E-Newsletter Average CTR: **21.37%***

Rate and Specifications

AD TYPE	Two Banners + Welcome Message+ Thought Leadership
BANNER AD SIZE	600 x 180 px
FREQUENCY	Daily
RATE	\$5,000/month

Add on!

Thought Leadership In-Style Article Exposure can increase your click-thru rate (CTR) by an average of 10.5 clicks per day. 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**

**Nov 2024*



Pictured: Scot Hoffman, Along Those Lines podcast host and RE Magazine editor
Photo by Alexis Matsui

ALONG THOSE LINES PODCAST EXCLUSIVE SPONSORSHIP

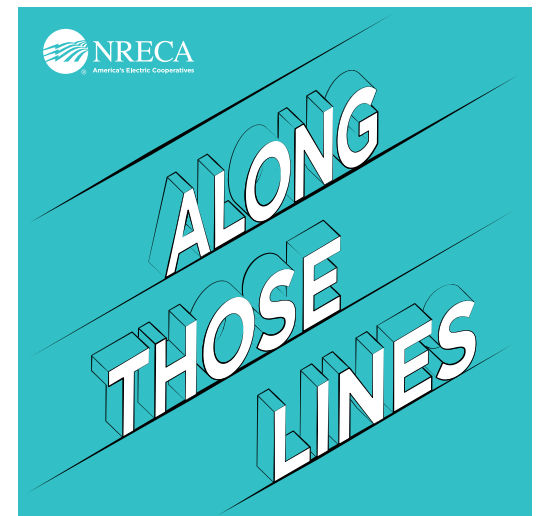
NRECA's award-winning podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.

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:

1,987

JANUARY - JUNE 2024

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 12-14, 2025 | Marco Island, FL
Approx. 650 attendees
74% CEO/General Managers
26% Other Co-op Executive Staff

NRECA PowerXchange

(formerly NRECA Annual Meeting)
March 7-12, 2025 | Atlanta, GA
Approx. 4,500 attendees
62% Board of Directors
24% Other Co-op Executive and Management Level Staff
14% CEO/General Managers

TechAdvantage® Conference

March 9-12, 2025 | Atlanta, GA
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

Apr 22 - 24, 2025 | Arlington, TX
Approx. 800 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 13-15, 2025 | Kansas City, MO
Approx. 600 attendees
65% Marketing and Communications Staff
23% Member Services Staff
12% Other Communications Staff

Co-op Cyber Tech Conference

June 24-26, 2025 | Denver, CO
Approx. 300 attendees
59% IT Staff
41% Other Co-op Staff

TFACC - Collaboration Among Communities

Aug 3-6, 2025 | Boston, MA
Approx. 500 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. 3 - 5, 2025 | Providence, RI
Regions 5&6 | Sept. 23-25, 2025 | Madison, WI
Regions 7&9 | Oct. 6 - 8, 2025 | Bellevue, WA
Regions 2&3 | Oct. 21 - 23, 2025 | Biloxi, MS
Regions 8&10 | Oct. 27 - 29, 2025 | Round Rock, TX
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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