

# 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

- 81,000 registered users
- 230,000+ monthly pageviews\*
- 67,000+ e-newsletter subscribers

Google Analytics, January-June 2021

## 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

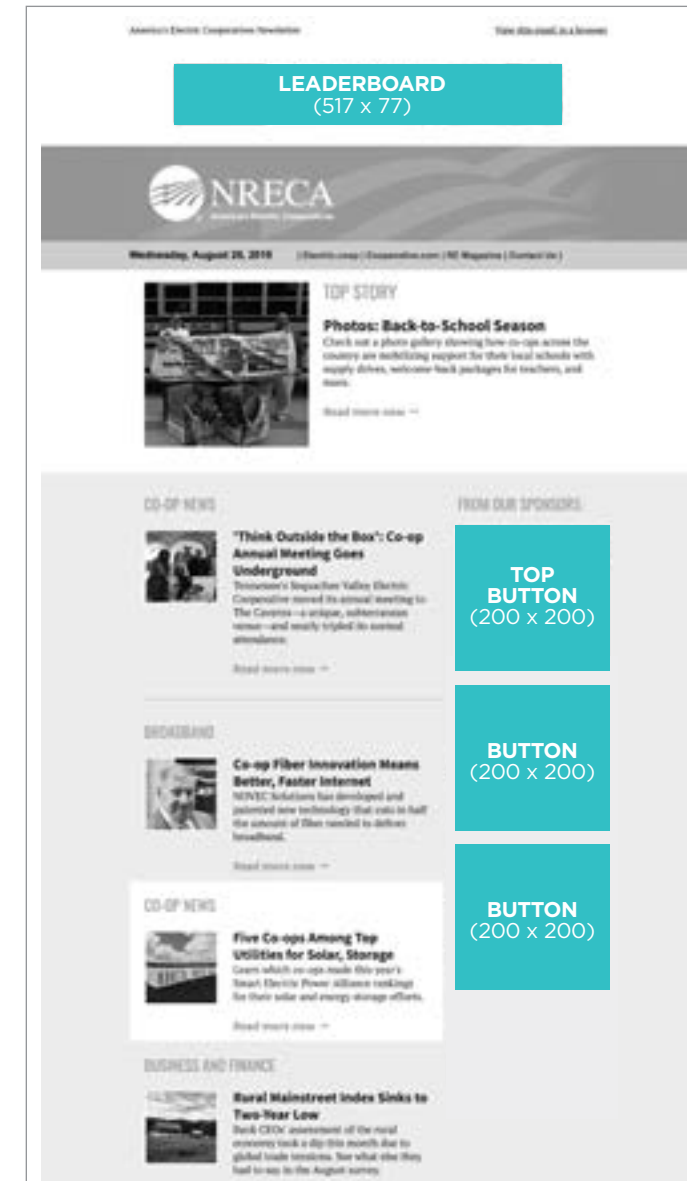
AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 x 200 px	\$1,300/week
Button	200 x 200 px	\$1,000/week

## Submission Instructions:

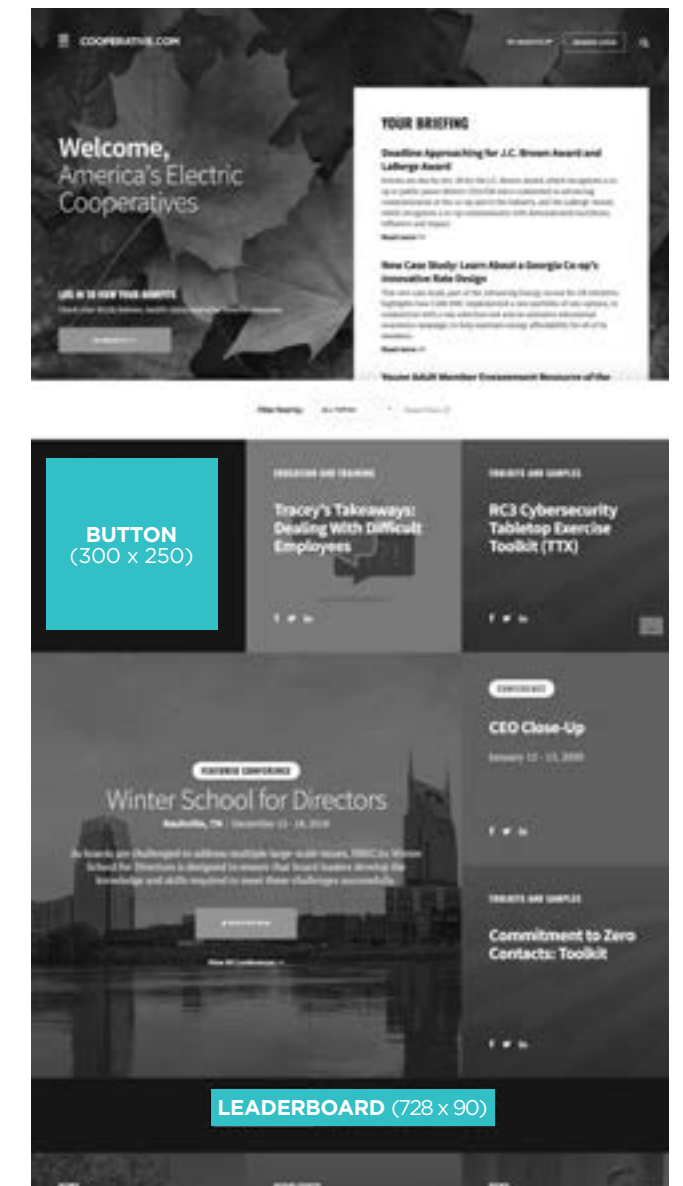
- Accepted files: jpg, png, gif.
- Click tags are not accepted.
- Make sure your file has no spaces or special characters in the name.
- Replace spaces with an underscore: \_.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter 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 or a black background, please include a hairline border in a contrasting color.

Please email your ad file along with the destination URL to your account manager.

## Newsletter



## Website



Please visit [cooperative.com](https://cooperative.com) to see actual website placements.