

2024 POWERXCHANGE AND TECHADVANTAGE PROGRAM GUIDE

Information, Rates & Mechanical Requirements

The PowerXchange and TechAdvantage Program Guide

is an on-site reference tool for conference attendees. More than 6,000 electric cooperative utility employees will refer to the guide for the following information:



2024 NRECA
PowerXchange
& TechAdvantage

Conference schedule • Exhibitor listings • Expo floorplan • Transportation information

Opportunities to increase your company's exposure through advertising in the program guide are currently available. This reference guide is a full size (8.5 × 11), four-color format. Please see below for important advertising rate and deadline information. Space reservations are accepted on a first-come, first-served basis.

SIZES

Publication Trim Size: 8.5" width × 11" height

Full-Page Ad Size: 8.5" × 11" (Please include a .25" bleed on all sides of ad, and make sure that all important information is contained within the "live area.")

Half-Page Ad Size: 7.75" width × 5" height (No bleed)

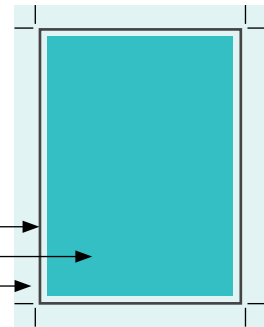
One-Third Page Square Ad Size: 4.25" width × 4.25" height (No bleed)

One-Third Page Vertical Ad Size: 2" width × 9" height (No bleed)

Quarter-Page Ad Size: 3.5" width × 5" height (No bleed)

One-Sixth Page Ad Size: 2" width × 4.25" height (No bleed)

TRIM SIZE: 8.5" × 11"
LIVE AREA: 8" × 10.5"
BLEED: 8.75" × 11.25"
Only full-page ads bleed



AD DEADLINES

SPACE RESERVATION DEADLINE: January 2, 2024

MATERIAL DEADLINE: January 5, 2024

MECHANICAL REQUIREMENTS:

PREFERRED FORMAT: Our preferred format is a high-resolution PDF. PDF files are compact in size and are easy to print and transmit via the internet and e-mail. When we receive a compliant PDF, minimal intervention is necessary prior to the final press run. **For information on creating high-quality PDFs**, please consult your application manual (Quark, InDesign, Illustrator, etc.) or go to www.adobe.com. For full-page ads please include crops and bleeds.

ARTWORK DELIVERY: E-mail your artwork to your account representative. File size must be less than 6MB. For files larger than 6MB, contact your account representative for alternate submission instructions.

PLEASE E-MAIL YOUR INSERTION ORDER FORM TO YOUR ADVERTISING REPRESENTATIVE

Danielle Burton

301-514-6236
dburton@remagazine.org

Julie Cook

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For questions regarding advertising in the program guide, please contact an account representative listed above. **PLEASE NOTE:** Content of advertisements is subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement insertion order, space reservation, or position commitment at any time.

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Insertion Order

TO PLACE AN ADVERTISEMENT PLEASE COMPLETE THE FOLLOWING INFORMATION:

CONTACT NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

COUNTRY (IF NOT U.S.A.) _____

TELEPHONE _____ FAX _____

E-MAIL _____

AD SIZE AND RATE:

PLEASE CHECK THE NUMBER NEXT TO THE DESCRIPTION OF THE AD SIZE YOU WISH TO PURCHASE.

- 1. Full page on cover 3 (inside back cover)4-color-\$4,800
- 2. Full page on cover 4 (back cover)4-color-\$4,800
- 3. Full page (first page & last page)4-color-\$4,500
- 4. Full page (on any inside page)4-color-\$4,000
- 5. Half page (or any inside page)4-color-\$2,965
- 6. One-third page square (on any inside page)4-color-\$2,600
- 7. One-third page vertical (on any inside page)4-color-\$2,600
- 8. Quarter page (on any inside page)4-color-\$2,250
- 9. One-sixth page (on any inside page)4-color-\$1,800

SPACE RESERVATION DEADLINE:
JANUARY 2, 2023

MATERIAL DEADLINE:
JANUARY 5, 2023

AS AN ADDED BONUS, companies that advertise in RE Magazine's February 2024 PowerXchange and TechAdvantage Preview Issue will receive a 50% discount on any four-color advertisement in the program guide. Premium positions excluded.

- Full page (on any inside page) 4-color – \$2,000
- Half page (on any inside page) 4-color – \$1,475
- One-third page square (on any inside page) 4-color – \$1,300
- One-third page vertical (on any inside page) 4-color – \$1,300
- Quarter page (on any inside page) 4-color – \$1,125
- One-sixth page (on any inside page) 4-color – \$900

SIGNATURE _____ DATE ____ / ____ / ____

PAYMENT METHOD:

CHECK. PAYABLE TO NRECA

CHARGE MY AMEX DISCOVER MASTERCARD VISA

CARD NO. _____ EXP DATE _____ MM/YYY _____ CCD _____

NAME ON CARD _____

SIGNATURE _____

