

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	\$10,185	\$9,285	\$8,485	\$9,630	\$8,730	\$7,930	\$9,265	\$8,365	\$7,565
B Two-Page Spread Non-Bleed	\$10,185	\$9,285	\$8,485	\$9,630	\$8,730	\$7,930	\$9,265	\$8,365	\$7,565
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 Horizontal	\$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

OCTOBER:

Operations, Safety & Maintenance issue

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 (updated 3/19/21)

	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>		

UPLOAD MATERIAL:

<https://nreca.sendmyad.com>

COLOR:

Specify as CMYK.

GRAPHICS/IMAGES:

Must be 300 dpi or greater

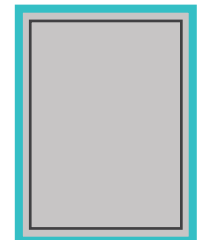
PAYMENT ADDRESS:

NRECA, PO Box 798392
St. Louis, MO 63179-8000

NRECA TAXPAYER IDENTIFICATION NUMBER:

53-0116145

Cancellations must be submitted in writing and will not be accepted after the published ad reservation deadline.



Full Page

Page size: 8.375 x 11.125

Trim Size: 8.125 x 10.875

Live Area: 7.875 x 10.625