

2012 TECHADVANTAGE CONFERENCE & EXPO PROGRAM GUIDE

Information, Rates, and Mechanical Requirements

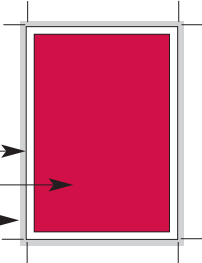


The TechAdvantage Program guide is an on-site reference tool for TechAdvantage and Annual Meeting attendees. More than 6,000 electric cooperative utility employees will reference the guide for the following information:

Conference schedule • Exhibitor listings • Expo floorplan • Transportation information

Opportunities to increase your company's exposure at TechAdvantage through advertising in the program guide are currently available. This reference guide is a full size (8.5 x 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 x 11" height	<i>Only full-page ads bleed</i>	
Full-Page Ad Size:	8.5" x 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 x 5" height (<i>No bleed</i>)		
Quarter-Page Ad Size:	3.5" width x 5" height (<i>No bleed</i>)		
One Sixth-Page Ad Size:	2" width x 4.25" height (<i>No bleed</i>)		

TRIM SIZE—8.5" x 11"

LIVE AREA—8" x 10.5"

BLEED—8.75" x 11.25"

AD DEADLINES

SPACE RESERVATION DEADLINE:
JANUARY 5, 2012

MATERIAL DEADLINE:
JANUARY 11, 2012

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.

Other Accepted Formats: EPS or TIFF (with all fonts embedded or sent). *File types other than PDF will be converted before going to final press. Graphic elements or fonts not properly embedded or sent may not print correctly.*

Artwork Delivery: **E-mail:** advertise@nreca.coop. Include the advertiser name in the subject line.
FTP: <ftp://ftp.nreca.org/pub/DCustodio> and select the folder titled *TechAdvantage Program*

Or mail your ad to: DIANE CUSTODIO
NRECA
MAIL STOP: MC10-153
4301 WILSON BOULEVARD
ARLINGTON, VA 22203

PLEASE FAX YOUR INSERTION ORDER FORM TO YOUR ADVERTISING REPRESENTATIVE

Danielle Burton
7400 Nathaniel Drive
Mt. Airy, MD 21771-4033
Phone: 301.829.6333
Fax: 301.829.6336
E-mail: dburton@remagazine.org

Julie Cook
816 Springdale Drive
Millersville, MD 21108-1432
Phone: 410.729.4140
Fax: 410.729.4142
E-mail: jcook@remagazine.org

Kathy Cooper
114 Marbella Drive
Murrells Inlet, SC 29576-7549
Phone: 843.651.6191
Fax: 843.651.6193
E-mail: kcooper@remagazine.org

For questions regarding advertising in the TechAdvantage program guide, please contact Danielle Burton at 301-829-6333

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.

2012 TECHADVANTAGE CONFERENCE & EXPO PROGRAM GUIDE 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:

SPACE RESERVATION DEADLINE:
JANUARY 5, 2012

MATERIAL DEADLINE:
JANUARY 11, 2012

Please circle the number next to the description of ad you wish to purchase as well as your color choice.

- | | | |
|---|-----------------|-----------------------|
| 1. Full page on cover 2 (inside front page) | 4-color—\$4,810 | black & white—\$3,365 |
| 2. Full page on cover 3 (inside back cover) | 4-color—\$4,810 | black & white—\$3,365 |
| 3. Full page on cover 4 (back cover) | 4-color—\$4,810 | black & white—\$3,365 |
| 4. Full page (first page & last page) | 4-color—\$4,460 | black & white—\$3,015 |
| 5. Full page (on any inside page) | 4-color—\$4,015 | black & white—\$2,570 |
| 6. Half page (on any inside page) | 4-color—\$2,925 | black & white—\$1,585 |
| 7. Quarter page (on any inside page) | 4-color—\$2,245 | black & white—\$1,100 |
| 8. One sixth page (on any inside page) | 4-color—\$1,775 | black & white—\$595 |

AS AN ADDED BONUS, companies that advertise in RE Magazine's February 2012 TechAdvantage Preview Issue will receive a 50% discount on any four-color advertisement in the program guide. Cover positions excluded.

- | | |
|---------------------------------------|-----------------|
| • Full page (first page & last page) | 4-color—\$2,230 |
| • Full page (on any inside page) | 4-color—\$2,000 |
| • Half page (on any inside page) | 4-color—\$1,460 |
| • Quarter page (on any inside page) | 4-color—\$1,125 |
| • One sixth page (on any inside page) | 4-color—\$900 |



TechAdvantage sponsors receive **free** advertising benefits based on their level of participation.

SIGNATURE _____

_____/_____/_____
 DATE

Payment method:

- CHECK, PAYABLE TO NRECA
 CHARGE MY AMEX DISCOVER MASTERCARD VISA

CARD NO. _____

EXP. DATE _____

CUSTOMER CODE _____

NAME ON CARD _____

SIGNATURE _____

PLEASE FAX YOUR INSERTION ORDER FORM TO YOUR ADVERTISING REPRESENTATIVE

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816 Springdale Drive
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 Phone: 410.729.4140
Fax: 410.729.4142
 E-mail: jcook@remagazine.org

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114 Marbella Drive
 Murrells Inlet, SC 29576-7549
 Phone: 843.651.6191
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 E-mail: kcooper@remagazine.org

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