

# PRINT ADVERTISING RATES



## DISPLAY ADVERTISING INTERIOR PAGE POSITIONS

**1x** (B&W)      **6x** (B&W)      **12x** (B&W)

<b>A</b>	Two-Page Spread w/Bleed	\$8,485	\$7,930	\$7,565
<b>B</b>	Two-Page Spread Non-Bleed	\$8,485	\$7,930	\$7,565
<b>C</b>	Full Page w/Bleed	\$4,245	\$3,965	\$3,780
<b>D</b>	Full Page Non-Bleed	\$4,245	\$3,965	\$3,780
<b>E</b>	Two-Thirds Page	\$3,375	\$3,195	\$3,025
<b>F</b>	One-Half Page Horizontal	\$2,655	\$2,525	\$2,395
<b>G</b>	One-Half Page Island	\$2,655	\$2,525	\$2,395
<b>H</b>	One-Third Page Vertical	\$1,940	\$1,880	\$1,750
<b>I</b>	One-Third Page Square	\$1,940	\$1,880	\$1,750
<b>J</b>	One-Quarter Page	\$1,685	\$1,570	\$1,525
<b>K</b>	One-Sixth Page	\$1,030	\$965	\$930
<b>C</b>	Cover 2	\$5,365	\$5,125	\$4,855
<b>C</b>	Cover 3	\$5,315	\$5,055	\$4,800
<b>C</b>	Cover 4	\$6,170	\$5,910	\$5,625
	Cover Gatefold	\$19,505	\$18,360	\$17,215

## COLOR:

**2-color:** Add \$800 to black & white rate

**4-color:** Add \$1,700 to black & white rate

## 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

### OCTOBER:

Operations, Safety & Maintenance issue

## QUARTERLY AD STUDY

March, June, September and December

## SPONSOR CONTENT

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. Advertorials engage and inspire your target audience by sharing your unique insights and experiences.

## Pricing:

2 pages.....	\$11,750
3 pages.....	\$15,500
4 pages.....	\$18,450