

## Reach the Electric Cooperative Market

Published by the National Rural Electric Cooperative Association, *ECT.coop* is the flagship news site dedicated to coverage of the electric cooperative industry. Conceptually, the site had its humble beginnings in 1995 as the association's weekly newspaper, *Electric Co-op TODAY*. For the next 14 years, the award-winning "Little Green Paper"—as it had been dubbed—continued to serve the membership as an advocacy tool and a key source for news and information about the electric industry. The print edition took its final bow in 2009; this Web site debuted in 2010. Then, as now, its mission remains the same: "we bring insight, knowledge and the practice of journalism to our focus on the issues and events that are critical to the success of the nation's rural electric cooperatives and the well-being of the consumers they serve."

Our publication is read by employees of electric cooperatives in the roles of CEO/General Manager, Marketing and Communications Managers, Engineering & Operations Managers, Member-Elected Directors, Attorneys and other key staff.



### Google Analytics Delivers Results

ECT.coop uses Google Analytics software to track and analyze the behavior of internet users who visit our site. Advertisers receive weekly reports tracking the number of times a visitor has viewed their ad and the number of times a visitor has clicked on their ad.

Average number of users who visit ECT.coop per month:  
Visits: 16,979 • Unique Visitors: 5,436 • Pageviews: 38,005

## Content Categories

Your ad will appear on the Homepage, in Co-op Newsmakers, PLUS you can choose one of the two Content Groups below.

### Co-op Newsmakers

Electric co-ops are always making headlines...and for good reason. The people, events and issues that make up this sector have quite a story to tell. From local initiatives to international electrification efforts, this is the place you will find out what the cooperative difference is all about.

#### CONTENT GROUP 1

### Weather Effects

When weather is the top story of the day, *ECT.coop* is tracking it. From seasonal forecasting to planning for a weather disaster or cleaning up the aftermath, no one is more committed to getting the scoop on Mother Nature's impact on rural electrification than ect.coop.

### Power Supply

Co-ops face challenges as they generate or buy power and send it to consumers. Fuel choices, competitive markets for power purchases, renewable energy mandates, and the need to safeguard the reliability of today's grid and plan for tomorrow's are among the leading issues.

### Regulatory Watch

Co-ops are impacted by regulations as they generate or purchase power and transmit it to where needed. Environmental and market issues, as well as mandatory reliability standards, have regulators' attention. *ECT.coop* follows these matters closely to ensure that readers are up to speed.

### Public Policy

*ECT.coop* helps co-op leaders focus on the political news that is an essential basis for making informed business decisions. *ECT.coop* offers unique insight on the state and national political landscape, covering such critical hot-button issues as climate change and captive rail.

#### CONTENT GROUP 2

### Industry

The electric utility industry is more than just power poles and wires. It includes many other complex areas—legal issues, business and financial matters, even crime. We cover today's critical issues and market-moving events to keep your eyes open to the big industry picture.

### Emerging Technologies

Co-ops are contributing to the research and development of fast-growing and cutting edge technologies in the electric utility industry. Our forward-looking coverage covers the latest on innovative technologies that are driving growth and changing the way co-ops do business.

### Efficiency & Conservation

Environmental and economic considerations have helped place energy efficiency and conservation high among co-ops' priorities. Initiatives such as education, weatherization and energy audits are covered here.

### Weekly E-Newsletters

As a free, value-add, ECT.coop advertisements are also included in a weekly e-blast sent by NRECA to 46,000 electric cooperative utility employees highlighting new articles that have been posted to the site.

**Note:** Each ad position on ECT.coop accommodates up to three advertisers. These advertisers will rotate through NRECA's weekly e-blasts as well.

## Reach the Electric Cooperative Market with ECT.coop



### 1. Micro Button 88 x 31

(Located beside search bar at top and below Co-op Pop Quiz)

Max file size: 35K

Type: jpg, gif, png, Flash

Price: \$600 per month

Exclusive Sponsorship: \$1,800 per month

### 2. Button 240 x 150

Max file size: 35K

Type: jpg, gif, png, Flash

Price: \$1,400 per month

Exclusive Sponsorship: \$4,200 per month

### 3. Skyscraper 240 x 400

Max file size: 35K

Type: jpg, gif, png, Flash

Price: \$1,600 per month

Exclusive Sponsorship: \$4,800 per month

### 4. Square Button 240 x 240

Max file size: 35K

Type: jpg, gif, png, Flash

Price: \$1,100 per month

Exclusive Sponsorship: \$3,300 per month

### 5. Leaderboard 728 x 90

Max file size: 35K

Type: jpg, gif, png, Flash

Price: \$1,000 per month

Exclusive Sponsorship: \$3,000 per month

- Minimum 3 month commitment required
- Each ad space accommodates up to 3 advertisers
- All rates quoted as net

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