

# Minnesota Co-op Power Magazine and 2010-11 Membership Directory & Buyer's Guide

Official Publications of the Minnesota Rural Electric Association (MREA)



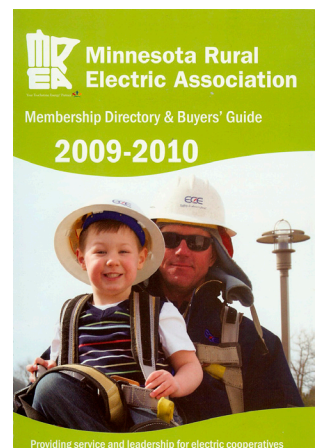
## MREA Member Co-ops Serve More Than 1.5 Million Customers Each Year

We'd like to invite your participation as an advertiser in Minnesota Co-op Power magazine, the official bi-annual magazine for Minnesota Rural Electric Association (MREA), as well as MREA's 2010 – 2011 Membership Directory & Buyers' Guide.

Advertising in MREA's publications is a solid investment in delivering your message to your target audience - the key decision-makers in Minnesota's thriving rural electric industry. MREA's co-op's generated more than \$991 million in revenue last year.

- Every electric co-op in Minnesota is a member of MREA – MREA members provide electricity to 85% of Minnesota's geographic area. Minnesota Co-op Power magazines and our directory are distributed to all MREA member electric co-ops.
- Your ad will deliver your message to the key decision-makers in the industry: Engineers, Line Superintendents, Operations Managers, CEO's, Member Service Directors, Communications & PR Directors, CFO's & Financial Managers, Legislators, and neighboring co-ops in Wisconsin, Iowa and North and South Dakota.
- Minnesota Co-op Power Magazine is mailed directly to every member of MREA – our Membership Directory & Buyers Guide is distributed at MREA's district meetings in July of each year. Both publications also go out to contractors and suppliers in the rural electric industry and non-member IOU's and neighboring state's electric co-ops (Wisconsin, Iowa and North & South Dakota).
- Expanded Distribution: Minnesota Co-op Power magazine will be widely available at MREA events throughout the year, including the 2009 Energy Issues Summit and the Rural Electric Management Association meetings hosted twice per year by MREA.
- Minnesota Co-op Power magazine is a high-image, full color 8½" x 11" publication that's mailed directly to the industry's decision-makers in a sealed poly-vinyl envelope.
- MREA's Membership Directory and Buyers' Guide is a 6" x 9" spiral-bound publication designed for quick and easy use "in the field."

If you're interested in exploring your advertising options, please contact your Apogee Publications account executive today.



### Advertising Contact:

**Kathleen Pishotta, 888-371-4933 or [kathleen@apogeepublications.com](mailto:kathleen@apogeepublications.com)**

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## Rate Sheet

### Premium Position Rates (Full-Color)

	1x	3x
Center Spread (Magazine Only)	<input type="checkbox"/> \$2,845	<input type="checkbox"/> \$2,625
OBC	<input type="checkbox"/> \$2,615	<input type="checkbox"/> \$2,415
IFC	<input type="checkbox"/> \$2,405	<input type="checkbox"/> \$2,225
Opposite IFC	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000
Opposite TOC	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000
IBC	<input type="checkbox"/> \$2,405	<input type="checkbox"/> \$2,225
Any other guaranteed position (per issue)	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,100

### Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$2,035	<input type="checkbox"/> \$1,895
1/2 Page	<input type="checkbox"/> \$1,565	<input type="checkbox"/> \$1,470
1/3 Page	<input type="checkbox"/> \$1,365	<input type="checkbox"/> \$1,290
1/4 Page	<input type="checkbox"/> \$1,165	<input type="checkbox"/> \$1,110
1/8 Page	<input type="checkbox"/> \$955	<input type="checkbox"/> \$925

### Interior Rates (Black & White)

Full Page	<input type="checkbox"/> \$1,385	<input type="checkbox"/> \$1,245
1/2 Page	<input type="checkbox"/> \$915	<input type="checkbox"/> \$820
1/3 Page	<input type="checkbox"/> \$715	<input type="checkbox"/> \$640
1/4 Page	<input type="checkbox"/> \$515	<input type="checkbox"/> \$460
1/8 Page	<input type="checkbox"/> \$305	<input type="checkbox"/> \$275

### Issues

- Minnesota Co-op Power Magazine, Issue 1
- Minnesota Co-op Power Magazine, Issue 2
- 2010-11 Membership Directory & Buyers' Guide

### Advertiser Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Advertising Agency

\_\_\_\_\_  
Agency Phone

\_\_\_\_\_  
Agency Fax

## Advertisement Agreement with Apogee Publications

### Payment

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Company Check (please note arrival date: \_\_\_\_\_)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature \_\_\_\_\_

### Advertising Cost

Total Cost per Insertion \_\_\_\_\_

### Advertising Copy

Materials to be delivered on \_\_\_\_\_

Design services requested  Yes  No

**Please return via toll-free fax: 866-572-3170**

Attention: Kathleen Pishotta, 888-371-4933  
kathleen@apogeepublications.com

**Checks payable and sent to:** Apogee Publications  
6528 Greenleaf Ave., Ste. 219  
Whittier, CA 90601

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## Production Guidelines & Specifications

### Minnesota Co-op Power Magazine Magazine

Trim Size: 8.375" X 10.875"

Full Page w/no bleed . . . . .	7.375 X 9.875"
Full Page w/bleed . . . . .	8.625 x 11.125"
1/2 Horizontal . . . . .	7.175 x 4.25"
1/2 Vertical . . . . .	3.5 x 8.75"
1/3 Horizontal . . . . .	7.175 X 2.75"
1/3 Vertical . . . . .	2.25 X 8.75"
1/4 Horizontal . . . . .	4.75 X 3.5"
1/4 Vertical . . . . .	3.5 X 4.25"
1/8 Horizontal . . . . .	3.5 x 2"

### Membership Directory & Buyers' Guide

Trim Size: 5.75" X 8.5"

Full Page w/ <b>bleed included</b> . . . . .	6.25 x 9"
Full Page w/ <b>no bleed</b> . . . . .	4.75 x 7.50"
1/2 Horizontal . . . . .	4.75 x 3.50"
1/2 Vertical . . . . .	2.25 x 7.50"
1/3 Horizontal . . . . .	4.75 x 2.25"
1/3 Vertical . . . . .	1.50 x 7.50"
1/4 Horizontal . . . . .	4.75 x 1.75"
1/4 Vertical . . . . .	2.25 x 3.50"
1/8 Horizontal . . . . .	2.25 x 1.60"

### Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

### Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

### Other Acceptable Formats:

- TIFF, EPS or Photoshop files...must be able to open in software listed above.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

### Media Accepted:

Electronic files can be submitted as follows:

- Upload your files through our FTP site located at [www.apogeepublications.com](http://www.apogeepublications.com). Click on 'Client Upload' and enter the username: mreouser and the password: Client24 (case sensitive).
- Email your files to: [traci@apogeepublications.com](mailto:traci@apogeepublications.com) and please cc: your sales representative for proofing purposes.
- Overnight your artwork to: Apogee Publications, 6528 Greenleaf Avenue, Suite 219, Whittier, CA 90601

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