



To:

## 2012 Minnesota Rural Electric Association Minnesota Co-op Power Magazine and Membership Directory & Buyers' Guide



Advertising for the 2012 Minnesota Rural Electric Association (MREA) magazine, *Minnesota Co-op Power*, and Membership Directory & Buyers' Guide is underway. MREA has again partnered with E&M Consulting, Inc. to publish the Magazine and Directory.

Issues of the magazine are mailed in January and in the fall to co-op members, associate members, neighboring municipal, co-op and investor-owned utilities, legislators and regulatory agencies.

The Membership Directory & Buyers' Guide is distributed to all members of MREA and is used daily by co-op managers and employees.

### Advertising Rates

Ad Pricing (Cost is per publication)				
Ad Size	1X B&W	3X B&W	1X Color	3X Color
Back Cover			\$2,615	\$2,415
Inside Covers			\$2,405	\$2,225
Opposite IFC or TOC			\$2,200	\$2,000
Divider Page			\$2,200	\$2,000
Center Spread			\$2,845	\$2,625
Full Page	\$1,385	\$1,245	\$2,035	\$1,895
1/2 page	\$915	\$820	\$1,565	\$1,470
1/3 page	\$715	\$640	\$1,365	\$1,290
1/4 page	\$515	\$460	\$1,165	\$1,110
1/8 page	\$305	\$275	\$955	\$925
Inserts	\$1,300	\$1,200	\$2,000	\$1,800

- Minnesota Co-op Power Magazine, Issue 1
- Minnesota Co-op Power Magazine, Issue 2
- 2011-2012 Membership Directory & Buyers' Guide

#### Buyers Guide Section for Membership Directory

- Premium - \$199 - 50 word profile with logo + listing
- Enhanced - \$149 - 50 word profile + listing
- Basic \$ 99 - listing

#### We can design your ad:

\$85 for full pages and \$45 for smaller sizes.

Both publications are indispensable tools for members and other community leaders to stay up-to-date on major issues in the industry. Don't miss out on these great opportunities to promote your business to Minnesota's electric utility cooperatives. Reserve your space now!

### Fax your space reservations to 952-294-9944.

Please circle price in ad chart.  
E&M will fax you an ad contract along with ad creation information.

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**If you have any questions or to reserve ad space please contact E&M representative Ryan, Marc or Justin at 800-572-0011 or 763-390-4096.**

To opt-out of future faxes, please contact 800-572-0011.  
Such requests will be honored within a reasonable time from the date of the request.