

Cooperative living

In-state Rates effective January 1, 2010

Cooperative Living is the membership magazine of Virginia's electric cooperatives and is published by the Virginia, Maryland and Delaware Association of Electric Cooperatives.

CIRCULATION

Cooperative Living is mailed the first week of the month of issue. Rates are based on a circulation of 397,000 (with a 25% increase anticipated in 2010*). The magazine has the largest circulation of any Virginia publication. *circulation increase of 100,000 and 25% rate increase pending SCC approval

ADVERTISING RATES

color

SIZE OF AD	ONE TIME	THREE TIMES	SIX TIMES	TEN TIMES
Page	\$5,880	\$5,640	\$5,380	\$4,915
2/3 Page	4,215	4,065	3,925	3,645
1/2 Page	3,590	3,455	3,325	3,070
1/3 Page	2,830	2,710	2,600	2,380
1/6 Page	1,865	1,810	1,750	1,650

\$300 Per Column Inch; Up To 3 Inches; Home Shopper Only

black and white

SIZE OF AD	ONE TIME	THREE TIMES	SIX TIMES	TEN TIMES
Page	\$5,265	\$5,030	\$4,780	\$4,305
2/3 Page	3,600	3,465	3,310	3,045
1/2 Page	2,985	2,850	2,720	2,475
1/3 Page	2,210	2,100	1,980	1,770
1/6 Page	1,245	1,200	1,140	1,050

PREMIUM POSITIONS

* Back cover add \$450 ** Inside cover add \$300

subject to availability

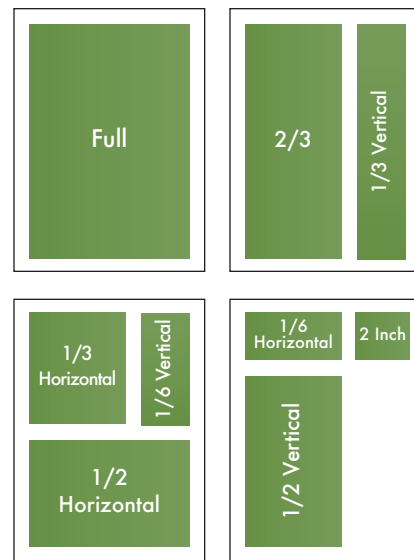
MATERIALS

Press-optimized PDF files are our preferred format, as long as all color is CMYK with all fonts embedded. Other accepted digital file formats for Macintosh computers are: QuarkXPress, Illustrator, Photoshop or EPS. All fonts and images must be included, embedded, or saved as outlines, and any color work should be saved in CMYK format. Files can be sent to us on zip disks, CDs, e-mailed to asteenburgh@odec.com or sent to our FTP site. Call for instructions. Please provide us with a hard copy to ensure accuracy. If we are creating your ad, please send original art and photos for scanning purposes.

MECHANICAL REQUIREMENTS

ad sizes

SPACE	WIDTH/DEPTH
Full Page	7 1/4 x 10 inches or 44 x 60 picas
2/3 Page	4 7/8 x 10 inches or 29 x 60 picas
1/2 Page Vertical	4 7/8 x 7 1/4 inches or 29 x 44 picas
1/2 Page Horizontal	7 1/4 x 4 7/8 inches or 44 x 29 picas
1/3 Page Vertical	2 3/8 x 10 inches or 14 x 60 picas
1/3 Page Horizontal	4 7/8 x 4 7/8 inches or 29 x 29 picas
1/6 Page Vertical	2 3/8 x 4 7/8 inches or 14 x 29 picas
1/6 Page Horizontal	4 7/8 x 2 3/8 inches or 29 x 14 picas
Column Inch	2 3/8 x 1 inch or 14 x 6 picas



- Trim Size: 49 1/2 x 65 1/4 picas or 8 1/4 x 10 7/8 inches
- Image Area: Three-column page
- Bleeds: No extra charge
- Ad revisions will be \$35.00 per hour

PICAS	INCHES
a. 1 col. — 14 x 60	(2 3/8 x 10)
b. 2 col. — 29 x 60	(4 7/8 x 10)
c. 3 col. — 44 x 60	(7 1/4 x 10)

DISCOUNTS

- 15% discount for correctly formatted digital ad file.
- Discounts do not apply to special promotional rates.

VIRGINIA'S MOST POWERFUL REACH

Amanda Steenburgh Cunningham • Advertising Sales • (804) 290-2184 • acunningham@odec.com

ADVERTISING POLICIES

- a. Publisher requires prepayment for first insertion of all new advertisers or advertising agencies.
- b. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement. All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.
- c. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, owners, and employees, against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violations of rights of privacy, copyright infringement, or plagiarism.
- d. Alcoholic beverages, tobacco, religious issues, and political advertising not accepted.
- e. Publisher will label editorial-style advertising copy with the words "paid advertisement."
- f. Advertising will not make promotional or merchandising reference to the Association in any way except with permission of the publisher for each such use.
- g. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with stated advertising policy will be binding on the publisher. While exact position and page number cannot be guaranteed, efforts will be made to accommodate the advertiser's position requests.
- h. Orders containing incorrect rates will be regarded as clerical errors, and insertions will be billed at prevailing rates.
- i. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.
- j. No deductions, allowances, or refunds will be given for errors in key numbers. Key numbers inserted at advertiser's risk unless part of the advertising material. Publisher will insert key numbers at no additional charge.
- k. Rates quoted on the card are for digital files only. Composition (other than key numbers) needed to complete an advertisement will be billed at cost and not given agency discount.
- l. In the event an incorrect price is printed in an ad, because of an error in the magazine production department, the advertiser will be furnished a letter relieving him/her of responsibility for the incorrect price. However, the magazine WILL NOT pay any differences in prices appearing in an ad.

CLOSING DATES:

- Space must be reserved by the 1st day of the month prior to publication.
- Materials must be received by the 5th day of the month prior to publication.
- Cancellations must be in writing and received 30 days prior to issue date.

2010 EDITORIAL CALENDAR

During the year 2010, designated issues of *Cooperative Living* will feature themes reflecting the interests of our readers:

january

Down Home in Amelia
Legislative Guide

february

Down Home in Valentines

march/april

Special Feature – Gardening
Down Home in Meherrin

may

Special Feature – Travel
Down Home in Buckingham

june

Down Home in Woodstock

july

Down Home in Winchester
Youth Art Contest

august

Down Home in Berryville

september

Down Home in Dale City

october

Down Home in King George

november/december

Down Home in Pungoteague

2010 SPECIAL ADVERTISING SECTIONS

may

Great Destinations – 2010 Travel Guide

july

Summer Festivals and Travel Destinations

september

Fall Festivals and Travel Destinations

CLASSIFIEDS:

Personal - \$50 (and \$2/word over 25 words)
"Mini" Personal Ad (10 word max.) \$4/word
Business - \$100 (and \$4/word over 25 words)