

Nov. 12, 2021

Dear Friend:

We are making preparations to publish our annual directory of South Dakota's rural electric cooperatives. This directory also contains information on rural water systems and telephone co-ops, as well as affiliated organizations.

Full-page, four-color advertisements in the 2022 South Dakota Rural Electric Association Directory are available for just \$300. That's an inexpensive way to get your message into the hands of the rural electric cooperative, telephone and water district directors and employees with whom you do business. Many of these people use our directory on a daily basis, so they'll see your ad many times during the course of a year.

We are also offering the exclusive opportunity to purchase an associate membership for \$600 (plus a one-time membership fee of \$5 for first-time members). As an associate member, your company will receive the following:

- An annual subscription to the *South Dakota Electric Cooperative Connections*. This publication's circulation is more than 120,000 and features stories on new technologies, trends and power issues.
- **Special designation in the SDREA annual membership directory and a free one-page advertisement.** The directory, published annually in March, is distributed to over 1,300 individuals and companies.
- Inclusion in the SDREA Directory app for mobile devices. **Only associate members are listed in and have access to the app.**
- The "Associate Membership" section of SDREA's web site (www.sdrea.coop) will include your company's listing with a brief feature of your services or products, plus a hyperlink to your site.
- An invitation to attend/network at various professional workshops and seminars sponsored by SDREA at no cost to you or your employees.
- A social media shout-out from SDREA, as well as a graphic banner feature on our website home page in 2022.
- Exhibit space at SDREA's annual meeting Jan. 13-14, 2022, and the Foreman's Conference, Nov. 1-3, 2022.

All ads for publication in the 2022 SDREA Directory must be camera-ready. If the ads are not camera-ready, there will be an additional charge of \$100 for ad creation. Ad dimensions must be 4-1/2" x 7-1/2." Please send an email to emily.costar@sdrea.coop if you would like to see a sample ad.

If you choose to advertise with us this year, you will receive one complimentary copy of the 2022 Directory. If you wish to order additional copies of the directory, you may do so by sending \$25 for each additional directory desired.

Please mail us your payment of \$300 (\$400 in the event your ad is not camera-ready) or \$600 (plus \$5 if applicable) if you wish to purchase an associate membership no later than **Monday, Dec. 13, 2021**. If you prefer to pay by credit card, you may do so by typing in the following link: <https://SDREA.regfox.com/2022-directory-advertising-associate-membership>. Ad copy not paid in advance will not be accepted. **All forms must be returned to SDREA by email scan/mail, even if you choose to pay by credit card.**

Your ad may be e-mailed to emily.costar@sdrea.coop. Preferred formats include pdf., .tif, .eps or .jpg and a resolution of 266 dpi. In the event you have purchased an associate membership, please complete the enclosed contract and return it back to our office, along with your payment. Directories will be printed and shipped early March.

If you have any questions, please feel free to contact me! I look forward to hearing from you.

Sincerely,

Emily Costar
Communications Specialist
email: emily.costar@sdrea.coop
phone: 605-224-8823

☐ Yes, I would like to place an advertisement (\$300) in the 2022 Directory.

☐ Yes, I would like to purchase an Associate Membership (\$605 for new associate members, \$600 for returning), which includes **one FREE advertisement** in the 2022 SDREA Directory.

Number of additional directories: _____ x \$25 = _____

Company: _____ **Signature:** _____