



2023

WECA Associate Membership Benefits

Electron Level ~ \$1450 / year

Event Networking *Electron Level Exclusive

There is one opportunity for an Electron Level Associate Member to present to WECA members at our annual Energy Issue Summit, either as a guest speaker or hosting a workshop on a topic in their field. Presentation proposals are due at the beginning of April and one member will be chosen by our Director of Education.

Prime Placement *Electron Level Exclusive

Electron Level Associate Members have the opportunity to place a full-page color ad on a prime page of the WECA membership directory. Prime pages include the back cover (\$475 extra), inside front cover (\$375 extra), and key tabbed pages throughout the directory (*no extra charge*). Because prime placement pages are limited, priority will be given on a first-in basis.

Additional Electron Level Benefits

- 1 full-page advertisement in our annual electric membership directory
- Weekly edition of the email newsletter "Condenser", including one highlighted segment promoting your company. (Sent to all co-op employees.)
- Monthly subscription to the "Wisconsin Energy Cooperative News" magazine
- A link from WECA's website to yours
- 3 copies of our membership directory
- Promotional inclusion during two of our events
- Online scrolling advertisement on our website
- A post on our Facebook page, highlighting your company

Proton Level ~ \$950 / year

- 1/2-page advertisement in our annual electric membership directory
- Weekly edition of the email newsletter "Condenser", including one highlighted segment promoting your company. (Sent to all co-op employees.)
- A link from WECA's website to yours
- 2 copies of our membership directory
- Promotional inclusion during two of our events

Neutron Level ~ \$500 / year

- 1/4-page advertisement in our annual electric membership directory
- Weekly edition of the email newsletter "Condenser", including one highlighted segment promoting your company. (Sent to all co-op employees.)
- A link from WECA's website to yours
- 1 copy of our membership directory

Additional Opportunity for All Levels: Associate PLUS ~ \$525 / year plus selected membership level fee

WECA offers the opportunity for both current and new Associate Members to highlight their brand. The **AssociatePLUS** program places the member organization's name and logo on a gift valued at a minimum of \$300 for presentation at WECA's Annual Meeting. All **AssociatePLUS** members will be acknowledged at the event. (*Eligibility for gift giveaways is reserved for employees and directors of WECA member electric cooperatives who are registered for the events.*)



**Wisconsin
Electric
Cooperative
Association**

222 West Washington Avenue, Suite 680
Madison, WI 53703-2719
(608) 467-4650
(608) 467-4651 fax
www.weca.coop

**Mail completed application and check payment to the
address at left, attn: Jennifer. For more info, contact:**
Jennifer Taylor | (608) 467-4638 | jennifer@weca.coop

2023 WECA Associate Membership Application

Annual Membership Fees

(Select a level)

Electron Level \$1,450

Proton Level \$950

Neutron Level \$500

Additional Opportunities *(plus membership fees)*

(Limited availability)

AssociatePLUS (all levels eligible) \$525

Prime Placement Back Cover (Electron only) \$475

Prime Placement Inside Front Cover (Electron only) \$375

Please make check payable to: **WECA**

(unfortunately, credit cards cannot be accepted at this time)

\$ _____

Total Amount Submitted

Contact Information *(Please specify if this is a sales or marketing contact so we know who to follow up with regarding membership.)*

Name: _____ Phone: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Sales or Marketing? _____

Email Address: _____ Website Address: _____

Please include a brief description of your company and the products or services it provides (see attached newsletter example page). This will be included in our promotions for your company. Please also email a copy of your current business logo to jennifer@weca.coop.

Authorized Signature: _____ Date: _____

~All new Associate Membership applications are subject to WECA board approval.~

In compliance with IRS public disclosure requirements for exempt organizations: contributions or gifts to this organization are not deductible as charitable contributions for federal income tax purposes. However, payments of membership dues are deductible for most members of a trade association under Section 162 of the Internal Revenue Code as ordinary and necessary trade or business expenses. **Omnibus Budget Reconciliation Act of 1993 (OBRA '93)** -- The portion of membership dues paid to a tax-exempt organization which are allocable to the organization's direct lobbying and political activities are nondeductible as a business expense. **"Wisconsin Electric Cooperative Association dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense. WECA estimates that 8% of the dues are not deductible because of WECA's lobbying efforts on behalf of its members."**

For office use only:

Date Paid _____

Amount Paid _____

Check # _____

Database Updated _____

WECA Magazine _____

WECA Associate Members Logo and Advertisement Specifications

Logo specifications *(for inclusion in our promotions for your company.)*

ACCEPTABLE ELECTRONIC FORMATS ARE:

JPEG, TIFF, PDF (embed all fonts), EPS (include all fonts and graphics)

Ad specifications for Wisconsin Rural Electric Cooperatives Directory

MECHANICAL REQUIREMENTS

PAGE UNIT	INCHES WIDE BY INCHES HIGH
Full page	4-1/2 x 7-3/4
1/2 page	4-1/2 x 3-3/4
1/4 page	4-1/2 x 1-13/16

Cover and inside tab ads are color, all other ads in directory are black & white.
Web logos are color and dimensions are 290x155 pixels

ACCEPTABLE ELECTRONIC FORMATS ARE:

PDF files (high-resolution files are best; embed all fonts);

EPS file including fonts and graphics;

TIFF files;

Adobe PageMaker/ InDesign (remember to include fonts and images);

Adobe PhotoShop;

JPEG (acceptable if high resolution).

File Transfer

The file(s) may be transmitted via email attachment to: jennifer@weca.coop

As an email, the size of the logo file or the file for ads should not exceed 6 MB. If you have something larger than that, please send it via www.wetransfer.com to jennifer@weca.coop.

Any additional requests/questions regarding format should be directed to Jennifer Taylor at (608) 467-4638 or jennifer@weca.coop.

Available sizes for ads in the Wisconsin Rural Electric Cooperatives Handbook by WECA Associate Members

<p>Quarter Page</p> <p>4-1/2 x 1-13/16 inches</p>		
<p>Booklet is printed on 5-1/2 x 8-1/2 pages; we allow 3/8-inch margin on outer edges of pages and 3/16 inch between ads.</p>		<p>Full Page</p> <p>4-1/2 x 7-3/4 inches</p>
<p>Half Page</p> <p>4-1/2 x 3-3/4 inches</p>		

Condenser Email Newsletter Highlight Segment - EXAMPLE

Statewide Supporters

The Wisconsin Electric Cooperative Association would like to recognize all of our sponsors and associate members for supporting our efforts on behalf of the state's electric cooperatives, so they may continue to supply safe, reliable, and affordable electricity to members. Please join us in supporting these partners of the electric cooperative community.

This week we would like to highlight:



Passionate pragmatists with vision

Makers by nature, Evluma co-founders John Renn and Will Reed are engineering entrepreneurs by craft. A background as one of the leading manufacturers of LED photo-finishing equipment affords Evluma a refreshing point-of-view about lighting technology. It's not about making it cheaper.

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Evluma

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Renton, WA 98057

(425) 336-5800

www.evluma.com



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to learn more



"We've worked with John Behling for decades and the dedicated, professional team at Weld Riley has always been on top of the issues affecting our industry. We're thrilled to have their valuable experience and expertise on our side."

—Jesse Singerhouse, General Manager/CEO, Dunn Energy Cooperative

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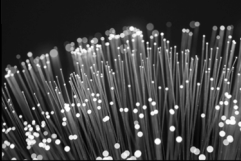
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Neutron Level Directory Ads - EXAMPLE

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02144 (2021-05)



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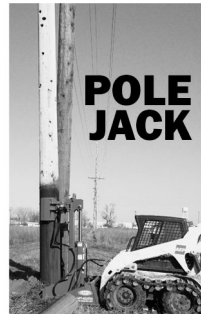
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