

80  
YEARS

2020

**ADVERTISING AND  
SPONSORSHIP  
OPPORTUNITIES**

**NWPPA**

# NWPPA

NWPPA has proudly been serving the public power industry for eight decades. We are dedicated to serving the interests of our 157 public power utility members (plus over 350 associate members) and the millions of electric customers they serve.

If you are not familiar with our award-winning publications, NWPPA offers digital and print advertising options in several mediums. Interested in sponsoring an event? More than 6,500 utility employees attended our events in 2019. We provide various avenues so that you can reach the public power utilities in the West in whichever manner—and budget—suits you best. Because we value the importance of communication, our goal is to partner qualified companies with our utility members so that all involved meet their business needs. We call that being More Powerful Together!

I invite you to advertise and sponsor with us—and join us if you are not already an NWPPA member—and look forward to seeing your company name in our upcoming publications and at our events.

Thank you,  
Scott Corwin  
NWPPA Executive Director

## WHO WE ARE

Northwest Public Power Association is an organization of over 155 public/people's utility districts, electric cooperatives, municipalities, and Crown corporations in the Western U.S. and Canada. NWPPA also serves more than 350 associate members across the U.S. and British Columbia who are allied with the electric utility industry.

We are dedicated to serving the interests of our members and the millions of electric customers they serve. We provide training and education; public information; communication; federal legislative advocacy; surveys; data and networking opportunities; and access to products and services for the utility industry. Learn more about who we are and what we do at [www.nwppa.org](http://www.nwppa.org).

## Statement of Purpose

**Who We Are:** NWPPA is an international association representing and serving consumer-owned, locally controlled utilities in the Western U.S. and Canada.

**What We Do:** NWPPA exists to enhance the success of its members through education, training, public information, governmental relations, and value-added services.

**Where We Want To Go:** The Association shall be a leader in promoting the value and benefits of consumer-owned, locally controlled utilities.

**What's Important To Us:** NWPPA values local control, member needs, integrity, quality of products and services, effective representation, and accountability.



> 155

UTILITY MEMBERS



> 350

ASSOCIATE MEMBERS

“OF ALL OF OUR PUBLICATIONS, OUR MEMBERS BELIEVE THAT THE BULLETIN MAGAZINE IS THE MOST EFFECTIVE WAY TO COMMUNICATE SERVICES, EVENTS, AND ACTIVITIES AVAILABLE!”

# ADVERTISING OPPORTUNITIES

**CONTACT:**

**BRENDA DUNN**

brenda@nwppa.org or (360) 816-1453

# ADVERTISING OPPORTUNITIES

## Print Media

The **Bulletin** is the most effective medium for reaching the public power electric utility market in the Pacific Northwest. It delivers electric utility coverage of the public power market from Alaska, British Columbia, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming every single month.

### Total Bulletin print circulation is ~5,000

- **1,576** cooperative employees
- **1,207** public/people's utility district employees
- **651** municipality employees
- **204** utility association employees
- **100** investor-owned utility employees
- **79** government employees
- **1,090** miscellaneous (irrigation, generation, tribal, etc.) industry employees

The **Northwest Electric Utility Directory** is a unique resource publication that includes important information about northwest electric utilities, associations, government agencies, and our associate member organizations. Utilities and others have come to rely on this annual publication throughout the years. Nearly 4,000 public power employees received the 2019-2020 Directory.

## Digital Media

NWPPA's **website** features enhanced graphics, video capabilities, and, most importantly, a user-friendly platform for our members. Though the functionality of the website has increased dramatically over the years, prices for advertising on it have stayed the same since 2010—you can still get your company's name in front of thousands of potential customers every month for as low as \$250/month! Utilize our website's traffic to drive traffic to your company's website.

In 2019, on average, [www.nwppa.org](http://www.nwppa.org) received over 43,000 views per month and visitors spent an average of over two minutes per visit. The NWPPA website is indeed an invaluable resource for the public power industry.

In addition to buying banner ads on our website, NWPPA members can take advantage of a **members-only** advertising opportunity that involves our weekly **Line** newsletter. For as low as \$104/week, members can have their ad prominently positioned within NWPPA's popular electronic newsletter that is delivered to over 9,000 utility employees every week.



**WE RECENTLY ASKED OUR MEMBERS  
IF NWPPA DOES A QUALITY JOB  
COMMUNICATING WITH MEMBERS –  
100% AGREED THAT WE DO!”**

# BULLETIN EDITORIAL CONTENT

## MONTHLY FEATURES

### **NWPPA NEWS AND TRAINING OPPORTUNITIES**

The opening pages of the magazine, which include the latest NWPPA events and announcements, complete with a multi-month listing of upcoming training classes.

### **MEMBER AND ASSOCIATE MEMBER NEWS**

A highlight of various personnel changes, utility happenings, and new products and services from our members.

### **D.C. COLUMN**

An analysis of utility-pertinent legislative and regulatory concerns happening on Capitol Hill.

### **COVER STORY**

A monthly feature (generally provided by a member utility) highlighting a program or hot topic that is affecting our membership.

### **JOB OPPORTUNITIES**

The ever-popular listing of employment opportunities in the electric utility industry in the Northwest and beyond.

## **COLUMNS**

- Accounting & Finance
- Community Outreach
- Customer Service
- Distributed Generation
- Engineering & Operations
- Energy Efficiency
- Executive Director's Column
- Faces of Public Power
- Fish Issues
- Human Resources
- Information Technology
- Legal
- Marketing & Communication
- Policy Making & Management
- Power Supply & Rates
- Safety

## VALUE-ADDED SERVICES

The award-winning *Bulletin* provides these services which can add extra bang for your advertising buck. Many of the services are even free of charge!

### **DIGITAL VERSION**

The online version of the *Bulletin* magazine at [www.nwppa.org](http://www.nwppa.org) offers members the options to flip pages, print, search, and zoom in or out of a page. *Bulletin* advertisers receive a tremendous benefit of this online publication at no extra cost: every paid advertisement within the magazine links directly to that company's website (or other specified URL)!

### **BONUS DISTRIBUTIONS**

Additional copies of the printed *Bulletin* are distributed at our conferences, classes, workshops, and special events throughout the year.

### **EXTRA ISSUES**

Additional copies of the *Bulletin* magazine can become a powerful sales tool. Simply order them on or before the copy due date and use the extra issues as merchandising tools for your products and services. Contact Brenda Dunn at [brenda@nwppa.org](mailto:brenda@nwppa.org) for details and pricing.

### **EDITORIAL AND ADVERTISING REPRINTS**

Articles and advertisements appearing in the *Bulletin* magazine may be reprinted provided that they are not altered in any way and that they carry the following credit line and copyright notice: "Reprinted with permission from the MONTH YEAR issue of the *Bulletin* magazine. Copyright YEAR OF ISSUE by the Northwest Public Power Association. All rights reserved." Contact Brenda Dunn at [brenda@nwppa.org](mailto:brenda@nwppa.org) for reprint inquiries.

# 2020 BULLETIN EDITORIAL CALENDAR\*

ISSUE	COVER STORY	COLUMNS	MATERIAL DEADLINE	RESERVATION DEADLINE
<b>JANUARY</b> E&O Conference insert issue	Q&A with Elliot Mainzer	Customer Service; Energy Efficiency; Engineering & Operations; Legal; and Marketing/Communications	December 20, 2019	December 16, 2019
<b>FEBRUARY</b>	H.W. Hill Landfill Gas Project	Community Outreach; Fish; Human Resources; Power Supply & Rates; and Safety	January 21, 2020	January 15, 2020
<b>MARCH</b>	Redding's wildfire prevention steps	Distributed Generation; Executive Director; Faces of Public Power; Information Technology; Policy Making & Management	February 20, 2020	February 14, 2020
<b>APRIL</b>	Idaho Falls Power's fiber project	Accounting/Finance; Customer Service; Engineering & Operations; and Fish	March 20, 2020	March 16, 2020
<b>MAY</b>	Training across generations	Customer Service; Distributed Generation; Human Resources; Information Technology; and Power Supply & Rates	April 19, 2020	April 16, 2020
<b>JUNE</b>	Safety culture	Executive Director; Faces of Public Power; Legal; Marketing/Communications; Safety	May 20, 2020	May 15, 2020
<b>JULY</b>	Executive Q&A	Accounting; Community Outreach; Energy Efficiency; Engineering & Operations; and Human Resources	June 20, 2020	June 15, 2020
<b>AUGUST</b>	STEM education/outreach	Distributed Generation; Fish; Marketing/Communications; Policy Making & Management; and Safety	July 19, 2020	July 15, 2020
<b>SEPTEMBER</b>	Seattle City Light's historic globe LED restoration	Customer Service; Energy Efficiency; Executive Director; Human Resources; and Marketing/Communications	August 20, 2020	August 14, 2020
<b>OCTOBER</b>	Disaster preparedness	Community Outreach; Distributed Generation; Information Technology; Legal; Power Supply & Rates	September 20, 2020	September 15, 2020
<b>NOVEMBER</b>	Congressional Q&A	Accounting & Finance; Customer Service; Engineering & Operations; Fish; Safety	October 21, 2020	October 15, 2020
<b>DECEMBER</b>	Roseville's economic development	Energy Efficiency; Engineering & Operations; Executive Director; Faces of Public Power; and Policy Making & Management	November 20, 2020	November 16, 2020

\*Calendar subject to change

## ISSUE MAIL DATE

The *Bulletin* usually mails between the 10<sup>th</sup> and 15<sup>th</sup> of the month.

## CANCELLATIONS

The advertising coordinator must receive written notification of space cancellations by the reservation due date. If space is canceled after the reservation due date or material is received too late for publication, you will be charged for the insertion.



NWPPA and its member organizations take safety seriously. When using images containing lineworkers in the field, make sure they wear correct attire for energized line work, use appropriate safety equipment properly, and demonstrate correct safety techniques around electrical equipment.

# 2020 BULLETIN ADVERTISING RATES

## Black-and-White Interior Page Positions

SIZE	DIMENSIONS	1 TIME	3 TIMES	6 TIMES	12 TIMES
Full Page (Bleed)	8.625" × 11.125"	\$1,052	\$1,022	\$1,000	\$979
Two-Page Spread (Bleed)	17" × 11.125"	\$1,640	\$1,605	\$1,572	\$1,537
2/3-Page Vertical (Bleed)	5" × 11.125"	\$797	\$775	\$758	\$745

NON-BLEED					
SIZE	DIMENSIONS	1 TIME	3 TIMES	6 TIMES	12 TIMES
Full Page	8" × 10.5"	\$1,052	\$1,022	\$1,000	\$979
1/2-Page Horizontal	7.5" × 5"	\$680	\$663	\$649	\$635
1/2-Page Vertical	3.7625" × 10"	\$680	\$663	\$649	\$635
1/2-Page Island	4.625" × 7"	\$763	\$696	\$683	\$668
2/3-Page Vertical	4.625" × 10"	\$797	\$775	\$758	\$745
1/3-Page Vertical	2.25" × 10"	\$528	\$515	\$505	\$494
1/3-Page Horizontal	7.5" × 3.375"	\$528	\$515	\$505	\$494
1/4-Page Vertical	3.75" × 4.875"	\$433	\$418	\$411	\$406
1/4-Page Horizontal	4.875" × 3.75"	\$433	\$418	\$411	\$406

cost per issue

## Cover Positions

\*Cover ads are sized the same as the full-page ads (with bleed).

SIZE	DIMENSIONS	1 TIME	3 TIMES	6 TIMES	12 TIMES
Cover 2 Bleed* (inside front)	8.625" × 11.125"	\$1,985	\$1,953	\$1,919	\$1,885
Cover 2 (inside front)	8" × 10.5"	\$1,985	\$1,953	\$1,919	\$1,885
Cover 3 Bleed* (inside back)	8.625" × 11.125"	\$1,893	\$1,860	\$1,828	\$1,796
Cover 3 (inside back)	8" × 10.5"	\$1,893	\$1,860	\$1,828	\$1,796
Cover 4 Bleed* (back cover)	8.625" × 11.125"	\$1,947	\$1,914	\$1,882	\$1,849
Cover 4 (back cover)	8" × 10.5"	\$1,947	\$1,914	\$1,882	\$1,849

cost per issue

### ADD ONS

#### FOUR COLOR



Add \$775 to the black-and-white rate. (All ads run as four-color process colors; no spot colors are available.)

#### SPECIAL POSITIONS

Add 10% to the black-and-white ad rate.

#### NWPPA DESIGNS YOUR AD

Add 15% to the one-time ad rate.

- All ads should be submitted as PDFs in PDF/x-1a format.
- Prepare color files as CMYK.
- Prepare black and white files as GRAYSCALE.
- Convert all PMS colors to CMYK.
- Embed all fonts.
- Final files should be submitted to Advertising Coordinator Brenda Dunn at [brenda@nwppa.org](mailto:brenda@nwppa.org).

# 2020 DIRECTORY ADVERTISING RATES

## WHAT IS THE DIRECTORY?

The Northwest Electric Utility Directory is a unique resource publication that includes important information about northwest electric utilities, associations, government agencies, and our associate member organizations. Utilities and others have come to rely on this annual publication throughout the years.

The 2020-2021 Directory will be mailed to members in July 2020.

## WHY SHOULD WE BUY ADVERTISING IN THE DIRECTORY?

Utility decision makers use this desk reference on a daily basis; by advertising in it, your company will be in front of the users every time they thumb through the Directory.

## WHAT IS THE CIRCULATION OF THE DIRECTORY?

Nearly **4,000** employees working in the electric power industry received the 2019-2020 Directory.

## ADVERTISEMENT REQUIREMENTS

- Deadline for all 2020–2021 Directory advertising orders is May 15, 2020. The closing date for all camera-ready materials is June 5, 2020, for a mid-July publication.
- A signed insertion order must be on file before the ad will be published.
- No cancellations or changes to orders will be accepted after closing dates. Cancellations require written notice 30 days prior to the closing date.
- All advertising is subject to the editor's approval. The editor reserves the right to reject advertising which is not in keeping with the publication's standards.

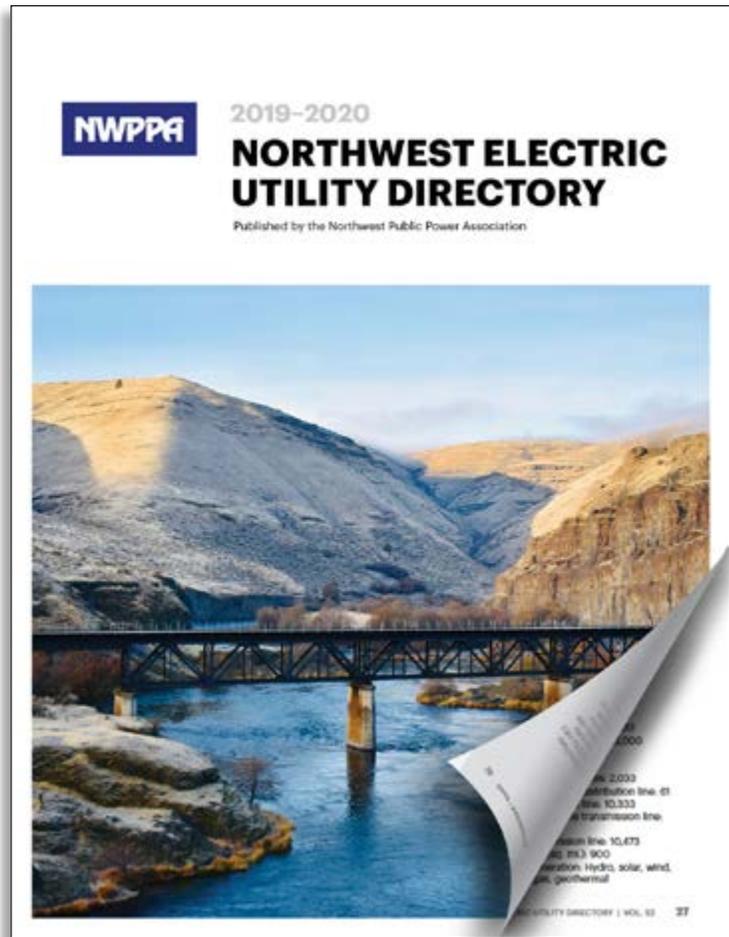
## COLOR COST (ADDITIONAL)

Four color — \$775  
(All colors run as four-color process colors; no spot colors are available)

## SPECIAL POSITION

10% of black & white ad rate

\*Editor will make all final ad position decisions on a space-available basis



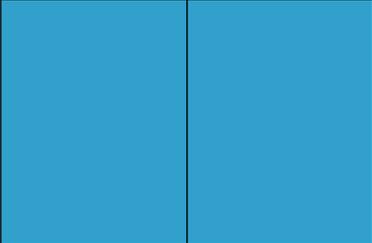
DIRECTORY AD RATES	B&W	COLOR
Two-page spread	\$2,184	\$2,959
Full page	\$1,393	\$2,168
2/3 page (V)	\$1,038	\$1,813
1/2-page island	\$948	\$1,723
1/2 page (V)	\$857	\$1,632
1/2 page (H)	\$857	\$1,632
1/3 page (V)	\$707	\$1,482
1/3 page (H)	\$707	\$1,482
1/4 page (V)	\$615	\$1,390
1/4 page (H)	\$615	\$1,390

DIRECTORY COVER RATES	
2nd cover (inside front)	\$2,849*
3rd cover (inside back)	\$2,725*
4th cover (back cover)	\$2,862*

\*Prices include four-color charge

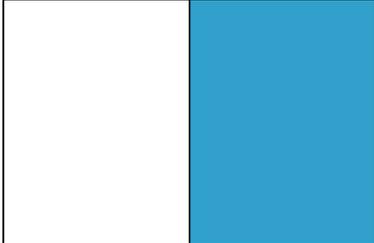
# MECHANICAL SPECIFICATIONS BULLETIN AND DIRECTORY

**TWO-PAGE SPREAD (BLEED)**



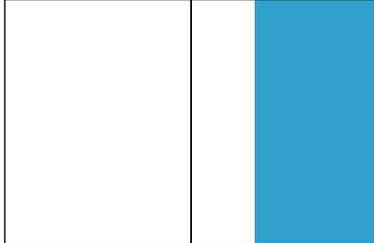
**Bleed:** 17" x 11.125"  
**Trim:** 16.75" x 10.875"  
**Safe Area:** 16.25" x 10.375"

**FULL PAGE (BLEED)**



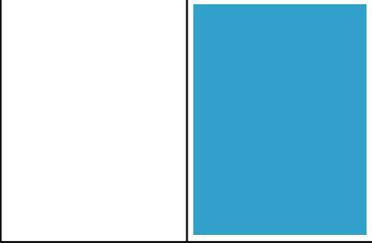
**Bleed:** 8.635" x 11.125"  
**Trim:** 8.375" x 10.875"  
**Safe Area:** 7.875" x 10.375"

**2/3-PAGE VERTICAL (BLEED)**



**Bleed:** 5" x 11.125"  
**Trim:** 4.75" x 10.875"  
**Safe Area:** 4.625" x 10"

**FULL PAGE**



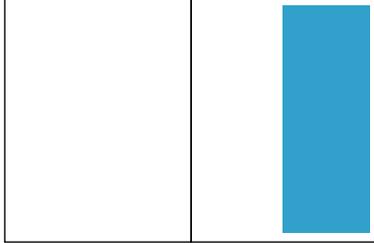
**Trim:** 8" x 10.5"

**1/2-PAGE HORIZONTAL**



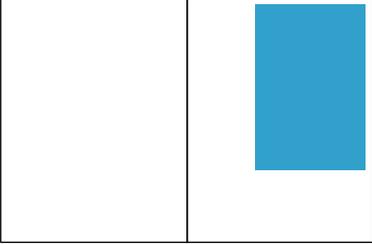
**Trim:** 7.5" x 5"

**1/2-PAGE VERTICAL**



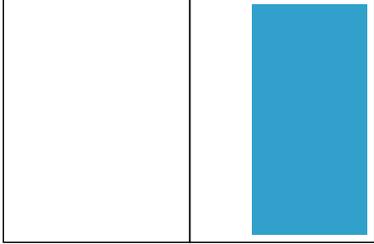
**Trim:** 3.7625" x 10"

**1/2-PAGE ISLAND**



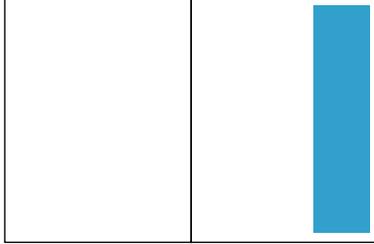
**Trim:** 4.625" x 7"

**2/3-PAGE VERTICAL**



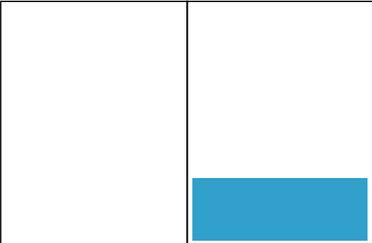
**Trim:** 4.625" x 10"

**1/3-PAGE VERTICAL**



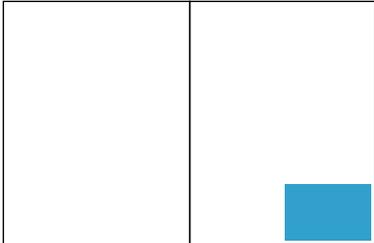
**Trim:** 2.25" x 10"

**1/3-PAGE HORIZONTAL**



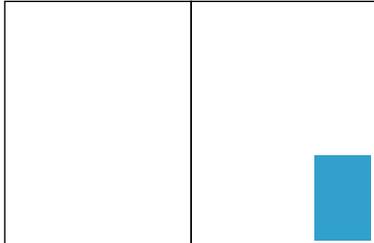
**Trim:** 7.5" x 3.375"

**1/4-PAGE HORIZONTAL**



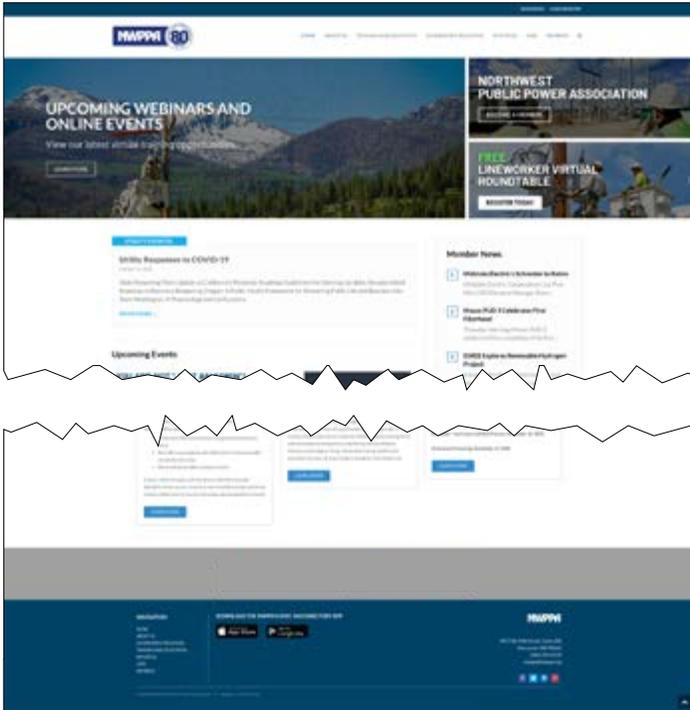
**Trim:** 4.875" x 3.75"

**1/4-PAGE VERTICAL**



**Trim:** 3.75" x 4.875"

# 2020 DIGITAL ADVERTISING RATES



## WEBSITE RATES

1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$350	\$300	\$275	\$250
<b>cost per month</b>			

Digital advertising ads the opportunity for unique URLs directing clicks to a specific defined web address.

- Dimensions for website ads are 728px x 90px

Though the functionality of the website has increased dramatically over the years, prices for advertising on it have stayed the same since 2010—you can still get your company's name in front of thousands of potential customers every month for as low as \$250/month! Utilize our website's traffic to drive traffic to your company's website.



## THE LINE RATES

1 WEEK	1 MONTH	3 MONTHS
\$250	\$500	\$1,250
1 issue	4 issues	12 issues

Digital advertising ads the opportunity for unique URLs directing clicks to a specific defined web address.

- Dimensions for The Line ads are 600px x 100px

Contact Brenda Dunn at [brenda@nwppa.org](mailto:brenda@nwppa.org) for extended advertising subscriptions beyond three months.

# 2020 NWPPA DIGITAL AD INSERTION ORDER

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Requested by:**

\_\_\_\_\_

(authorized signature required)

## PAYMENT OPTIONS\*

Check enclosed \$ \_\_\_\_\_

Please invoice when ad runs

Bill my credit card:  Visa  MasterCard  American Express

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_ CVC \_\_\_\_\_

Amount to be charged \$ \_\_\_\_\_

**RETURN TO BRENDA@NWPPA.ORG**

## THE LINE WEEKLY RATES

- |   |         |
|---|---------|
| <input type="checkbox"/> 1 week (1 issue)     | \$250   |
| <input type="checkbox"/> 1 month (4 issues)   | \$500   |
| <input type="checkbox"/> 3 months (12 issues) | \$1,250 |

## URL ADDRESS LINK

Please indicate the URL to be linked to your banner ad

## WEBSITE MONTHLY RATES

(cost per month)

- |                                    |       |
|------------------------------------|-------|
| <input type="checkbox"/> 1 month   | \$350 |
| <input type="checkbox"/> 3 months  | \$300 |
| <input type="checkbox"/> 6 months  | \$275 |
| <input type="checkbox"/> 12 months | \$250 |

## URL ADDRESS LINK

Please indicate the URL to be linked to your banner ad

## THE LINE AD DIMENSIONS

600px (w) × 100px (h)

## WEBSITE AD DIMENSIONS

728px (w) × 90px (h)

# 2020 NWPPA BULLETIN AD INSERTION ORDER

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Requested by:**

\_\_\_\_\_

(authorized signature required)

**SELECT PUBLICATION(S)**

January                       July

February                       August

March                               September

April                                 October

May                                  November

June                                 December

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**AD COPY**

New ad enclosed

Use previous ad (no changes)

Will send new ad by deadline

**PAYMENT OPTIONS\***

Check enclosed \$ \_\_\_\_\_

Please invoice when ad runs

Bill my credit card:    Visa     MasterCard     American Express

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_ CVC \_\_\_\_\_

Amount to be charged \$ \_\_\_\_\_

**RETURN TO BRENDA@NWPPA.ORG**

AD SIZE	ISSUES (# of ads)	RATE (price per ad)
<input type="checkbox"/> Cover 2 (inside front)	_____	\$ _____
<input type="checkbox"/> Cover 3 (inside back)	_____	\$ _____
<input type="checkbox"/> Cover 4 (back cover)	_____	\$ _____
<input type="checkbox"/> Two-page spread	_____	\$ _____
<input type="checkbox"/> Full page	_____	\$ _____
<input type="checkbox"/> 2/3 page (V)	_____	\$ _____
<input type="checkbox"/> 1/2-page island (V)	_____	\$ _____
<input type="checkbox"/> 1/2 page (V)	_____	\$ _____
<input type="checkbox"/> 1/2 page (H)	_____	\$ _____
<input type="checkbox"/> 1/3 page (V)	_____	\$ _____
<input type="checkbox"/> 1/3 page (H)	_____	\$ _____
<input type="checkbox"/> 1/4 page (V)	_____	\$ _____
<input type="checkbox"/> 1/4 page (H)	_____	\$ _____
<b>Total (gross)</b>		\$ _____

**SPECIAL POSITION (10% OF BLACK & WHITE AD RATE)**

Location : \_\_\_\_\_ \$ \_\_\_\_\_

**RATES**

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
Full Page (Bleed)	\$1,052	\$1,022	\$1,000	\$979
Two-Page Spread (Bleed)	\$1,640	\$1,605	\$1,572	\$1,537
2/3-Page Vertical (Bleed)	\$797	\$775	\$758	\$745
<b>NON-BLEED</b>				
Full Page	\$1,052	\$1,022	\$1,000	\$979
1/2-Page Horizontal	\$680	\$663	\$649	\$635
1/2-Page Vertical	\$680	\$663	\$649	\$635
1/2-Page Island	\$763	\$696	\$683	\$668
2/3-Page Vertical	\$797	\$775	\$758	\$745
1/3-Page Vertical	\$528	\$515	\$505	\$494
1/3-Page Horizontal	\$528	\$515	\$505	\$494
1/4-Page Vertical	\$433	\$418	\$411	\$406
1/4-Page Horizontal	\$433	\$418	\$411	\$406

COVER RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES	DIRECTORY
Cover 2	\$1,928*	\$1,896*	\$1,863*	\$1,830*	\$2,849*
Cover 3	\$1,893*	\$1,860*	\$1,828*	\$1,786*	\$2,725*
Cover 4	\$1,947*	\$1,914*	\$1,882*	\$1,849*	\$2,862*

\*Cover rates include four-color charge

Add \$775 for color

# 2020-2021 NWPPA DIRECTORY AD INSERTION ORDER

Date \_\_\_\_\_  
 Company \_\_\_\_\_  
 Contact name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

## AD COPY

- New ad enclosed
- Use previous ad (no changes)
- Will send new ad by June 5, 2020

## Requested by:

\_\_\_\_\_

(authorized signature required)

## PAYMENT OPTIONS\*

- Check enclosed \$ \_\_\_\_\_
- Please invoice when ad runs
- Bill my credit card:  Visa  MasterCard  American Express
- Name on card \_\_\_\_\_
- Card number \_\_\_\_\_
- Expiration date \_\_\_\_\_ CVC \_\_\_\_\_
- Amount to be charged \$ \_\_\_\_\_

**ORDERS DUE BY MAY 15, 2020.**

**RETURN TO BRENDA@NWPPA.ORG**

DIRECTORY AD RATES	B&W	COLOR
Two-page spread	\$2,184	\$2,959
Full page	\$1,393	\$2,168
2/3 page (V)	\$1,038	\$1,813
1/2-page island	\$948	\$1,723
1/2 page (V)	\$857	\$1,632
1/2 page (H)	\$857	\$1,632
1/3 page (V)	\$707	\$1,482
1/3 page (H)	\$707	\$1,482
1/4 page (V)	\$615	\$1,390
1/4 page (H)	\$615	\$1,390

DIRECTORY COVER RATES	
2nd cover (inside front)	\$2,849*
3rd cover (inside back)	\$2,725*
4th cover (back cover)	\$2,862*

\*Prices include four-color charge

## SPECIAL POSITION (10% OF BLACK & WHITE AD RATE)

Location : \_\_\_\_\_ \$ \_\_\_\_\_



The 2018 Engineering & Operations Conference and Trade Show in Tacoma, Wash.

# **SPONSORSHIP OPPORTUNITIES**

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIPS

We have a range of sponsorship packages to suit all your needs. Each allows you to showcase your products and services where the top marketing decision makers and influencers network.

## MULTIPLE EVENT SPONSORSHIPS

Multiple event sponsorship packages can be customized.

## ADDITIONAL SPONSORSHIPS

Sponsorships are available for section meetings and the following functional areas:

REGIONAL CLASS AREA	SERIES/CERTIFICATES
Accounting and Finance	Ascend to Leadership Program
Administrative Professionals	Accounting and Finance Certificate Program
All Employees	Administrative Professionals Certificate Level 1
Customer & Energy Service	Customer & Energy Service Certificate Program
Engineering	Foreman Leadership Certificate Program
Environmental	Leadership Skills Series
Human Resources	Lineman Skills Series
Information Technology	Staking Technician Certificate Program
Leadership	Substation Series
Operations	

## HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis.

For any questions, or to request your sponsorship, email or call NWPPA at [nwppa@nwppa.org](mailto:nwppa@nwppa.org) or (360) 254-0109.



## ADVERTISING COMPLIMENTS SPONSORSHIPS

As a sponsor, you will receive 20% off one ad in the *Bulletin* magazine as well as discounted online advertising.



## ATTENDANCE OVERVIEW

CLASSES

**+4,500**

WORKSHOPS

**+600**

CONFERENCES

**+1,400**

CERTIFICATE  
PROGRAMS

**+2,300**



**+700**

ORGANIZATIONS REPRESENTED

# 2020 CONFERENCE INFORMATION

## WILDFIRES: WHAT UTILITIES NEED TO KNOW

JANUARY 22-23, 2020 – SEATTLE, WASH.

**Who Attends:** Legislators, technology experts, first responders, and other utility representatives who have encountered wildfires.

**Workshop Overview:** The profound threat and costs of fire within our region continues to grow. We are witnessing escalating wildland fire behavior; increasing risks to utility crews and responders; significant loss of homes and property; dramatic growth in suppression costs; rising post-fire impacts; and continued injuries and loss of lives. With public power being thrust into the spotlight, those within the utility sector must act now to avert future disasters and stem the fiery tide.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## ENGINEERING & OPERATIONS CONFERENCE AND TRADE SHOW

APRIL 7-9, 2020 – RENO, NEV.

**Who Attends:** Electric utility engineering and operations personnel, as well as those in information technology, safety, purchasing, environmental, accounting, communications, or any area where a more in-depth knowledge of engineering and operations would be beneficial.

**Conference Overview:** This conference covers these important issues: community solar; microgrids; residential solar generations; changing state and federal regulations; aging infrastructure; energy storage; changing workforce; no/low-load growth; demand response; and much more!

Please visit [www.nwppa.org/eo](http://www.nwppa.org/eo) for agenda and updates.

## IT CONFERENCE

APRIL 21-23, 2020 – HOOD RIVER, ORE.

**Who Attends:** IT professionals and others who are responsible for information technology programs as well as members of the operations and engineering functions who would like to build a stronger relationship with IT.

**Conference Overview:** Subject matter experts will present on the latest issues of concern to IT professionals.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## ANNUAL CONFERENCE & MEMBERSHIP MEETING

MAY 17-20, 2020 – KENNEWICK, WASH.

**Who Attends:** Utility board and council members; utility managers; assistant managers; senior staff; power supply managers; associate members; and trade association heads.

**Conference Overview:** Attendees experience an exceptional program with outstanding speakers and panels; learn from the experts; and network with their peers.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## LABOR & EMPLOYEE RELATIONS GROUP ANNUAL MEETING

JUNE 8-10, 2020 – POWELL BUTTE, ORE.

**Who Attends:** Members of the NWPPA Labor and Employee Relations Group: general managers, labor relations managers, and human resource professionals.

**Conference Overview:** Labor relations leaders share their experiences, recommendations, and lessons learned about key labor relations and human resource issues.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## ACCOUNTING & FINANCE CONFERENCE

JUNE 17-18, 2020 – STEVENSON, WASH.

**Who Attends:** Chief financial officers, general managers, all levels of accounting staff, and utility employees who work closely with the accounting department.

**Conference Overview:** This conference consists of three general sessions and two concurrent tracks: one focused on the basics of accounting and finance, and the other focusing on senior management. Roundtable sessions will be included.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## NORTHWEST COMMUNICATIONS & ENERGY INNOVATIONS CONFERENCE (NIC)

SEPTEMBER 20-23, 2020 – BEND, ORE.

**Who Attends:** Marketing, public relations, communications, energy services, renewable energy, and key accounts employees, as well as any employee and board member with an interest in these areas.

**Conference Overview:** The NIC Planning Committee designs this conference with communicators and energy efficiency professionals in mind.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## 3 CS CONFERENCE

OCTOBER 13-15, 2020 – LOCATION TBD

**Who Attends:** Customer service, credit, and collections managers, supervisors, and employees who are frequently the face of the utility or first point of contact to the consumer/member.

**Conference Overview:** Subject matter experts and utility members share their knowledge about, and experience with, the current key issues in the customer service, credit, and collections arenas.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## WOMEN IN PUBLIC POWER

OCTOBER 2020 – LOCATION TBD

**Who Attends:** Women in the power industry.

**Conference Overview:** Women in Public Power is a learning conference that provides developmental opportunities for women in five critical areas of success: knowing yourself, creating connections, managing communications, building confidence, and strengthening resilience.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

## ADMINISTRATIVE PROFESSIONALS WORKSHOP

DATE AND LOCATION TBD

**Who Attends:** Administrative assistants, executive assistants, and clerks to the board.

**Workshop Overview:** Speakers and case studies will cover various administrative professionals topics of interest.

Please visit [www.nwppa.org](http://www.nwppa.org) for agenda and updates.

# ENGINEERING & OPERATIONS CONFERENCE AND TRADE SHOW

TBD, 2020 | RENO EVENT CENTER, RENO, NEV.

CHOOSE YOUR PLAN	STANDARD BENEFITS	COMPLIMENTARY REGISTRATIONS	DIGITAL	PRICE
<b>PLATINUM</b> Trade Show Grand Opening (Tuesday); or Banquet		4	2 push messages during event; 2 pre-event social media promotions; splash page on event app	<b>\$15,000</b>
<b>DIAMOND</b> Trade Show Reception (Wednesday)		3	1 push message during event; 1 pre-event social media promotion	<b>\$10,000</b>
<b>GOLD</b> Chairman's Reception; Banquet Entertainment; or Utility Personnel Breakfast (Thursday)		2		<b>\$7,000</b>
<b>SILVER</b> New Technology Showcase Breakfast (Wednesday)		1		<b>\$5,000</b>
<b>BRONZE</b> Morning Break; Afternoon Break; or ETF Meeting (Lunch and Reception)				<b>\$3,000</b>
<b>SIGNATURE</b> Roundtables (3 available: Linemen, Engineering, or Supply Chain)				<b>\$1,500</b>

- List of pre-registered attendees
- Recognition in the mobile event app
- Recognition on printed materials
- Recognition on the event website
- Recognition during the event on signage and during announcements
- Discounted advertising rates

\*Recognition prominence increases with sponsorship level.

# ANNUAL CONFERENCE & MEMBERSHIP MEETING

MAY 17-20, 2020 | THREE RIVERS CONVENTION CENTER, KENNEWICK, WASH.

CHOOSE YOUR PLAN	STANDARD BENEFITS	COMPLIMENTARY REGISTRATIONS	DIGITAL	PRICE
<b>PLATINUM</b> Welcome Reception (Tuesday); or Banquet (Wednesday)		4	2 push messages during event	<b>\$15,000</b>
<b>DIAMOND</b> Lunch		3	1 push message during event	<b>\$10,000</b>
<b>GOLD</b> President's Reception; Golf; or Sunday Reception		2		<b>\$7,000</b>
<b>SILVER</b> Breakfast; Keynote Speaker; or Banquet Entertainment		1		<b>\$5,000</b>
<b>BRONZE</b> Morning Break; Afternoon Break; or ETF Meeting		1 @ 50% OFF		<b>\$2,500</b>
<b>SIGNATURE</b> Lanyards; Signs				<b>\$1,500</b>

- Exhibit table
- List of pre-registered attendees
- Recognition in the mobile event app
- Recognition on printed materials
- Recognition on the event website
- Recognition during the event on signage and during announcements
- Discounted advertising rates

\*Recognition prominence increases with sponsorship level.

# OTHER SPONSORSHIP OPPORTUNITIES

CONFERENCES, WORKSHOPS, AND PROGRAM SPECIFIC EVENTS

CHOOSE YOUR PLAN	STANDARD BENEFITS	COMPLIMENTARY REGISTRATIONS	DIGITAL	PRICE
<b>GOLD</b> Evening Event (varies depending on event)		2	2 push messages during event	<b>\$2,000</b>
<b>SILVER</b> Lunch		1	1 push message during event	<b>\$1,500</b>
<b>BRONZE</b> Breakfast		1 @ 50% OFF		<b>\$1,000</b>
<b>SIGNATURE</b> Morning or Afternoon Break				<b>\$750</b>
<b>DIGITAL</b> Event App Only			Splash page and sponsor listing	<b>\$250</b>

- “Two minutes of fame”
- Exhibit table
- Pre-registered attendee list
- Recognition in the mobile event app
- Recognition on printed materials
- Recognition on the event website (if applicable)
- Recognition during the event on signage and during announcements
- Discounted advertising rates

\*Recognition prominence increases with sponsorship level.

### 3 Cs CONFERENCE

October 13-15, 2020 | Crowne Plaza Seattle (Seattle, Wash.)

### ACCOUNTING & FINANCE CONFERENCE

June 17-18, 2020 | Skamania Lodge (Stevenson, Wash.)

### ADMINISTRATIVE PROFESSIONALS WORKSHOP

May 6-7, 2020 | Courtyard Richland (Richland, Wash.)

### IT CONFERENCE

April 21-23, 2020 | Hood River Inn (Hood River, Ore.)

### LABOR AND EMPLOYEE RELATIONS GROUP

June 8-10, 2020 | Brasada Ranch (Powell Butte, Ore.)

### NORTHWEST COMMUNICATIONS AND ENERGY INNOVATIONS CONFERENCE (NIC)

September 20-23, 2020 | Riverhouse (Bend, Ore.)

### WILDFIRES: WHAT UTILITIES NEED TO KNOW

January 22-23, 2020 | DoubleTree Seattle Airport (Seattle, Wash.)

### WOMEN IN PUBLIC POWER CONFERENCE

October 2020 | Location TBD

## WHO SHOULD YOU CONTACT?

### ADVERTISING:

#### BRENDA DUNN

brenda@nwppa.org or (360) 816-1453

### SPONSORSHIPS:

#### NWPPA

nwppa@nwppa.org or (360) 254-0109



Northwest Public Power Association  
9817 N.E. 54th St., Ste. 200  
Vancouver, WA 98662

[www.nwppa.org](http://www.nwppa.org) | (360) 254-0109

