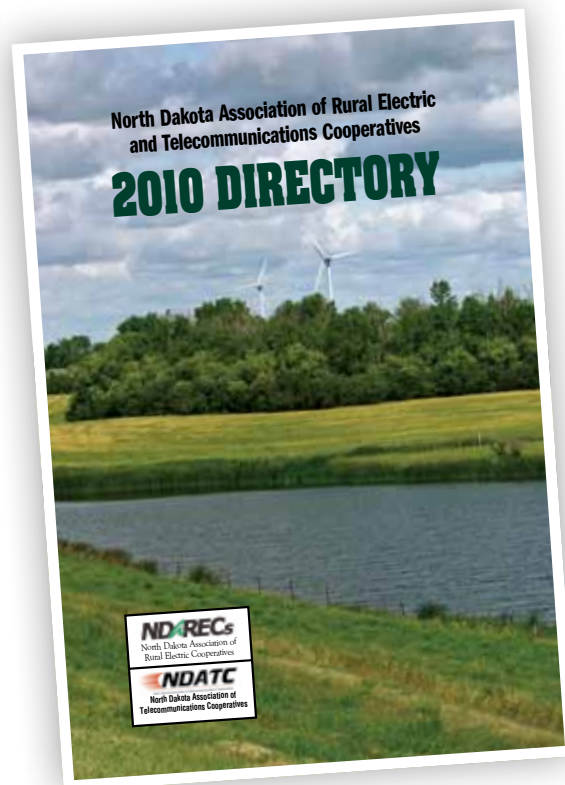


**Place your AD where  
it will be NOTICED  
and reach the  
decision makers!**

**Advertise in the 2011**

**North Dakota Association of Rural Electric and  
Telecommunications Cooperatives Directory**



**Directory published by  
North Dakota Association of  
Rural Electric Cooperatives  
P.O. Box 727 • Mandan, ND  
(701) 667-6436 or  
(800) 234-0518 (Ext. 6436)  
[www.ndarec.com](http://www.ndarec.com)**

# Great Resource...Buy Unbeatable Advertising

## Your Ad Will Reach Key People at:

- 21 electric distribution cooperatives
- 6 electric generation and transmission cooperatives
- 68 NDAREC associate members
- 18 telecommunications cooperatives
- 73 NDATC supporting associate members
- 14 allied organizations

**Not only will your display ad reach key people, but your Web address will be listed inside the directory and linked on our Web site, [www.ndarec.com](http://www.ndarec.com)**

**Everyone connected with purchasing equipment, supplies, materials and services for these utility cooperatives in North Dakota uses the directory. It's the only complete and current directory for these organizations. The directory will be distributed in January 2011.**

**RESERVE ADVERTISING SPACE BY SEPTEMBER 30, 2010**

# Advertise in the 2011 N.D. Association of Rural Electric and Telecommunications Cooperatives Directory

**Space reservation and copy deadline: September 30, 2010**  
**Billing: January 2011 • Directories will be mailed with billing**

COMPANY NAME \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_  
TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL ADDRESS \_\_\_\_\_  
WEB SITE ADDRESS \_\_\_\_\_  
AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please Place The Following Ad (*check box for desired size*):

AD SPACE	RATE
<input type="checkbox"/> INSIDE TAB PAGES: 5" X 8" .....	\$350
<input type="checkbox"/> FULL PAGE: 5" X 8" .....	\$315
<input type="checkbox"/> 1/2 PAGE: 5" X 4" .....	\$235
<input type="checkbox"/> 1/4 PAGE: 5" x 2" .....	\$180

*All advertising black and white – no color available*  
*All advertisers will receive one free directory*

**FULL PAGE,  
or  
INSIDE TAB  
PAGE**  
5"x8"

**1/2 PAGE**  
5"x4"

**1/4 PAGE**  
5"x2"

For payment, we accept:



AD COPY INSTRUCTIONS:  Please repeat ad from 2010 NDAREC/NDATC Directory  
 Ad copy coming (*See production requirements on back page*)

## Four Easy Ways to Order Your Display Ad

1. CALL **(800) 234-0518 Ext. 6436** or **(701) 667-6436** in the continental U.S.  
Outside continental U.S. call **(701) 667-6436**, ask for Clark Van Horn, advertising manager.
2. Fill out and MAIL back the enclosed order form to NDAREC/NDATC DIRECTORY, P.O. Box 727, Mandan, ND 58554.
3. Fill out and FAX the enclosed order form to **(701) 663-3745**.
4. E-MAIL your order to [cvanhorn@ndarec.com](mailto:cvanhorn@ndarec.com)

For more information, contact:

**NDAREC/NDATC DIRECTORY**

**Attn. Clark A. Van Horn**

**3201 Nygren Drive NW • P.O. Box 727 • Mandan, N.D. 58554-0727**

**(800) 234-0518 Ext. 6436 • (701) 667-6436 • Fax: (701) 663-3745 • E-mail: [cvanhorn@ndarec.com](mailto:cvanhorn@ndarec.com)**

## Production Requirements

Graphic design and production services are available. For details, please phone Clark A. Van Horn at (800) 234-0518 or (701) 667-6436 or e-mail him at [cvanhorn@ndarec.com](mailto:cvanhorn@ndarec.com)

### Preferred Ad Formats

- High-resolution (300-dpi) Adobe PDF
- High-resolution (300-dpi) EPS in CMYK or grayscale. EPS files include embedded fonts or fonts converted to outlines
- High-resolution (300-dpi) TIFF in either CMYK or grayscale

## Other Acceptable Formats

The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300-dpi sized to 100%, in one of the placable formats listed above. Documents must also contain embedded fonts or fonts converted to outlines. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents.

- Adobe InDesign® CS4
- Adobe Illustrator® CS4
- Adobe Photoshop® CS4
- QuarkXPress® 8.04

## Send materials to:

NDAREC/NDATC Directory  
Attn: Clark Van Horn  
P.O. Box 727  
3201 Nygren Drive N.W.  
Mandan, N.D. 58554-0727

## FTP Requirements

### PC users:

1. Make files or folders you want to upload visible on the desktop
2. Launch Internet Explorer (or your Web browser)
3. Enter ftp address in browser address window: <ftp.nisc.coop>
4. A window with folders will appear
5. On top Windows Menu Bar, go to File > log in as >
6. User name is: magads
7. Password is: copyad
8. Press and hold left mouse button on selected files to be uploaded
9. Drag selected files from your folder to the ftp site folder
10. E-mail: [cvanhorn@ndarec.com](mailto:cvanhorn@ndarec.com) that your files have been uploaded

*NOTE: a firewall on your system may not allow you to access the ftp site folders. If possible, disable the firewall while uploading your files.*

### Mac users:

1. Make files or folders you want to upload visible on your desktop
2. Open "Fetch" or similar program
3. Enter ftp site address: <ftp.nisc.coop>
4. User name is: magads
5. Password is: adcopy
6. Drag and drop your files into the ftp site folder
7. E-mail: [cvanhorn@ndarec.com](mailto:cvanhorn@ndarec.com) that your files have been uploaded