



Texas Public Power Association

2009
Advertising Information

(Revised September 2008)

Readership

The Texas public power industry is comprised of municipal utilities, joint action agencies, rural electric cooperatives, and river authorities. The Texas Public Power Association (TPPA) monthly newsletter and annual directory are distributed free of charge to public power elected officials and electric utility personnel. Wide ranges of key decision-makers within the utility receive our publications including electric system managers, directors, and supervisory personnel. TPPA publications are also sent to TPPA corporate members, Texas Legislators, and Texas Congressional delegation, the news media, and others interested in the public power industry.

Texas Public Power is the official newsletter of the Texas Public Power Association. The monthly newsletter reports news and events and keeps members aware of state and national developments of concern to public power interests in the state. The newsletter is posted electronically on the TPPA website at www.tppa.com.

The *TPPA Annual Directory* of publicly owned Texas utilities lists addresses, phone numbers, elected officials, key personnel, and utility system characteristics for the state's municipal utilities, joint action agencies, river authorities, and rural electric cooperatives. The directory also contains a history of population and energy-related statistics and useful information about public power and TPPA. Related organizations, regulatory agencies, state legislators, and TPPA's corporate members are also included.

Advertisers and corporate members receive three service directory listings at no charge. Below is a listing of service directory headings:

Accounting and Financial Services	Litigation Support
Architecture	Load Management & Conservation
Attorneys	Management Planning
Automated Mapping	Power Line: Construction, Distribution
Bucket Truck Testing	Power Supply Planning
Concrete Distribution & Transmission Structures	Rates & Regulatory Services
Construction Management	Renewable Supply
Distribution Line: Construction / Design	ROW Clearing
Distribution & Transmission (Sales, Service, Repair, Training, Utility Products)	Rubber Gloves / Testing
Economic Analysis and Forecasting	Safety Equipment
Electric Power Equipment	Signage
Energy Management Systems	Steele Distribution & Trans. Structures
Energy Procurement Consulting	Substation Construction
Engineering Services	Technology Development
Environmental: Analysis, Attorneys, Services/Permitting	Training
Equipment: Sales, Services & Testing	Transformer Maintenance & Service
Fuel Supply	Transmission Line: Construction/Design
Identification Products	Tree Trimming
Information Management Consulting	Utility Software: Accounting & Business, Billing & Engineering
Investment Bankers	Water Law & Regulation
Landscaping / Irrigation	Wholesale Power Supply

Rates

Newsletter

Annual (12 issues)	
1/8 page	\$ 700
1/6 page	\$ 750
1/4 page	\$ 900
1/2 page	\$1100

Directory

Service Directory*	
Additional listings	\$ 50
1/2 page	\$400
Full page	\$500
Inside cover/tab page	\$600

Ad Sizes

Newsletter

	Width	Height
1/8 page	3 3/4"	2 1/2"
1/6 page (vertical)	2 1/2"	4 3/4"
1/6page(horizontal)	5 1/8"	2 1/2"
1/4 page	3 3/4"	4 3/4"
1/2 page	7 3/4"	4 3/4"

Directory

	Width	Height
1/2 page	5"	4"
Full page	5"	8"

*Corporate members & directory advertisers receive three service directory listings at no charge

Publication Schedule

Texas Public Power is published monthly and is usually issued around the fifteenth of each month. Reservations for space must be made four weeks before the issue date; camera-ready ads must be received two weeks before the issue date. **Deadline for January 2009 issue is December 11, 2008.** Ads can be in full color at no additional charge. Contact TPPA at 512/472-5965 for information on monthly deadlines.

The *TPPA Directory* is published annually and is distributed in May/June. Reservations for advertising space and service directory listings **must be made by December 1, 2008.** Ads must be received by **December 11, 2008.** Contact TPPA at 512/472-5965 after this deadline for information.

TPPA reserves the right to limit the amount of advertisement space in both the newsletter and directory.

Policies

Contract Year - Newsletter rates are based on advertising contracts issued for the calendar year (January through December). First-time advertisers will be billed only for those months remaining in the calendar year. TPPA will publish 10-12 newsletters yearly.

Contract Renewal – Directory cancellations will not be accepted after December 29th.

Refunds - will not be issued for any canceled advertising.

Ad Copy - Ads may be submitted electronically to dscarbo@tpa.com with a copy to josie@tpa.com (send in a .PDF file format – we can not view files in the “zip” compression method) or by mailing a disk to TPPA along with a hard copy. Submission of **camera-ready copy is the responsibility of the advertiser.** Full color advertisements are available in the newsletter only at no additional charge. Unless advertiser requests otherwise, copy from the last insertion will be run if new copy is not received by the closing date. Advertiser assumes liability for all content of advertisements printed. Publisher reserves right to reject any advertising deemed unacceptable or objectionable.

Terms - Payment is due upon receipt of invoice. All rates are net, non-commissionable.

Send all correspondence, camera-ready ads, and space reservations to:

**Texas Public Power Association
701 Brazos, Suite 1005
Austin, Texas 78701**

REQUEST FOR AD SPACE – 2009 TPPA **Directory**

Please complete and return to reserve advertising space or service directory listings in the TPPA Directory.

Company Name (as you wish name to appear in directory) _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

Send Invoices to:

Contact Person _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ e-mail _____

Advertising Agency (if applicable):

Contact Person _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ e-mail _____

Size of Advertisement _____ Rate _____

Service Directory listings – Choose from the list of headings found in TPPA’s *Advertising Information* or you may suggest new headings (You receive three listings at no charge if you are a corporate member or are advertising in the directory. \$50 for each additional listing.)

Advertiser agrees to the policies outlined in TPPA’s *Advertising Information*.

Authorizing signature _____ **Date** _____

Please return to:

Texas Public Power Association
701 Brazos, Suite 1005
Austin, Texas 78701
(512)472-5965/FAX (512)472-5967

For TPPA use:	
Date rec’d _____	Inv. sent _____
Check Date _____	Check no. _____
Check amt. _____	Entered _____

REQUEST FOR AD SPACE – 2009 TPPA Newsletter

Please complete and return to reserve advertising space in *Texas Public Power*.

Name of Company _____

Name of Contact Person _____

Title _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ e-mail _____

Send Invoices to:

Contact Person (if different from above) _____

Title _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ e-mail _____

Advertising Agency (if applicable):

Contact Person _____

Title _____

Agency _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ e-mail _____

Specifications:

Size of advertisement _____ Rate _____

Issue (month/year) ad will first appear _____

Number of issues _____

Advertiser agrees to the policies outlined in TPPA's *Advertising Information*.

Authorizing signature _____ **Date** _____

Please return to:

Texas Public Power Association
701 Brazos, Suite 1005
Austin, Texas 78701
(512)472-5965/FAX (512)472-5967

For TPPA use:

Date rec'd _____ Inv. sent _____

Check Date _____ Check no. _____

Check amt. _____ Entered _____