



Texas Public Power Association

DIRECTORY
Advertising Information

(Revised September 2011)

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.

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 (or you may create your own heading).

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

RATES

Directory		Width	Height
½ Page	\$400	5"	4"
Full page	\$500	5"	8"
Inside cover/tab page	\$600	5"	8"
Additional Listings	\$50*		

* Advertisers and corporate members receive three service directory listings at no charge.

PUBLICATION SCHEDULE

The *TPPA Directory* is published annually and is distributed to member systems, & corporate members. **Reservations** for advertising space and service directory listings must be made by **December 9, 2011**. **Ads must be received by January 20, 2012**. Contact TPPA at 512/472-5965 after this deadline for information.

POLICIES

Contract Renewal. Cancellations for the directory will not be accepted after January 15, 2010. 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) Submission of **camera-ready copy is the responsibility of the advertiser**. The TPPA Directory advertisements will be printed in black and white. 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. TPPA Reserves the right to limit the amount of advertisement space in the directory.

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
FAX – 512/472-5967
Phone – 512/472-5965
EMAIL – josie@tpa.com**

REQUEST FOR AD SPACE – 2012 TPPA **Directory**

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

Company Name _____
Contact Name _____
Address _____
City _____ State _____ Zip _____
Telephone () _____ Fax () _____
Website _____

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 _____
E-mail _____

Size of Advertisement

- ½ Page (\$400)
 Full Page (\$500)
 Inside Cover/Tab Page (\$600)

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. **Additional listings are \$50 each**).

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 _____