



Texas Public Power Association

NEWSLETTER
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.

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

Rates

Newsletter

1/8 page	\$700
1/4 page	\$900

Ad Sizes

	Width	Height
1/8 page	3 3/4"	2 1/4"
1/4 page	3 3/4"	4 3/4"

Publication Schedule

Texas Public Power is published monthly and is usually issued around the third week of each month. Ad space is very limited, so get your 'Request for Ad Space' form in immediately. The **deadline for ad space** is **December 9, 2011**. Ads can be in full color at no additional charge. Contact TPPA at 512/472-5965 for additional questions.

TPPA reserves the right to limit the amount of advertisement space in the newsletter. TPPA also reserves the right to reject any advertising deemed unacceptable or objectionable. Advertiser assumes liability for all content of printed advertisements.

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. Refunds will not be issued for any canceled advertising.

Ad Copy. **DEADLINE** for copy ads is **December 16, 2011** and may be submitted electronically to dscarbo@tppa.com with a copy to josie@tppa.com (**send in a .PDF file format**) Submission of camera-ready copy is the responsibility of the advertiser. Full color advertisements are available in the newsletter at no additional charge.

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

REQUEST FOR AD SPACE – 2012 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: _____ 1/8 Page Advertisement (\$700 per year)

_____ 1/4 Page Advertisement (\$900 per year)

Advertisement will first appear in January 2012 or _____

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 _____