



# HOLIDAY GIFT TCP GUIDE

Reach  
1.8 million  
homes!

In the magazine and on [TexasCoopPower.com](https://www.texascooppower.com), we make it easy to shop for friends and family.

## 2023 BONUS!

Book your print ad and get 12 months of online advertising **FREE!** That's a \$600 value!

### REACH HOLIDAY BUYERS EARLY—IN PRINT AND ONLINE!

*Texas Co-op Power* launches the Holiday Gift Guide in October so you can reach shoppers early! Advertisers who book an ad in the Holiday Gift Guide will receive 12 months of free advertising in the online Gift Shop. With a print circulation of 1.8 million, a readership of over 4.1 million and 100,000 pageviews per month, an ad in the *Texas Co-op Power* and [TexasCoopPower.com](https://www.texascooppower.com) Holiday Gift Guide gets you results!

### GO TEXAN PARTNERS RECEIVE A 20% DISCOUNT!

### RATES AND SPECIFICATIONS

Print Circulation: 1,800,000 Readership: 4,100,000

Online: 100,000 monthly pageviews

Issues: October, November and December 2023

Online: 12 months on [TexasCoopPower.com](https://www.texascooppower.com)

Space reservation deadline: 15th of the month, two months prior to issue.

Rates: 1 month: \$2,000; 2 months: \$3,500;

3 months: \$4,050; online only: \$600 for 12 months



### Give the Gift of Authentic Texas BBQ

No one knows BBQ like the oldest joint in Texas. Surprise the bbq-lover in your family with any of our savory, hand-made barbecue items, shipped nationwide.

512-285-6830  
[southsidemarket.com](https://www.southsidemarket.com)

Sample ad (3.4" x 2.45"). Just send us a photo of your product, your company name, contact information and a 25-word product description. We do the rest!

### CONTACT

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**TEXAS CO-OP POWER** OCTOBER 2023

**TEXASCOOPPOWER.COM**



## HOLIDAY GIFT GUIDE ADVERTISING RESERVATION FORM

Advertiser	Phone
Contact	Fax
Address	Email
	Website
City	Notes
State	ZIP

### RATE PER INSERTION

Please check one ☐ \$2,000 for one month ☐ \$3,500 for two months ☐ \$4,050 for three months

Ad run ☐ October ☐ November ☐ December

☐ \$600 for 12 months advertising in our online Gift Shop. (Free if reserved with any print ad.)

**Space deadline: 15th of the month, two months prior to issue.**

### CONTENT REQUIREMENTS FOR PRINT AND ONLINE

**Ads are designed on our standard template using the content you submit below. Design, layout and typography cannot be changed. All copy will be proofread to meet editorial standards, including punctuation, capitalization, etc., and may be cut to fit. NO EXCEPTIONS.**

**Photos:** Please include high-resolution photos. Print size: 1.75" wide x 2.45" tall at 300 dpi. Online size: 400 x 400 pixels.

**Headline:** (3–5 words, no more than 3 lines)

**Bold Subhead:** (up to 50 characters including spaces, no more than 2 lines)

**Copy:** Approximately 25 words. Count may vary depending on headline and subhead length, we'll work with you to fit within the available space. Company name, phone and website are separate from this word count.

**Phone number to appear in ad:**

**Website to appear in ad:**

Sign and email this page along with images and copy to [esproull@texas-ec.org](mailto:esproull@texas-ec.org).

Signature

Title

Date

By signing this contract, the individual represents and warrants that he/she has been duly authorized to execute this binding contract on behalf of the named advertiser, and that he/she has read and agreed to *Texas Co-op Power's* terms and conditions.

### TERMS AND CONDITIONS

All invoices are due and payable within 15 days from invoice date. Prior credit approval or payment in advance (by closing date) is required for first-time advertisers or anyone who has not cleared *Texas Co-op Power's* credit screening process.

Space must be reserved in writing by the published space deadline. Cancellations must be made in writing and are not accepted after the closing date. Digital proofs, prior to printing, are available upon request.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, owners and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges. Any invoices unpaid after 15 days are subject to collections. An additional 25 percent will be

added to all amounts sent to collections for processing. The advertiser and the agency are jointly and severally liable for all fees associated with the collection process, including but not limited to court costs and legal fees. After 15 days, all advertising agency discounts are subject to forfeiture.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason the publisher fails to publish an advertisement.

The publisher is not responsible for any errors in key numbers, other type set by publisher or errors resulting from not supplying publisher with the correct digital art. Publisher shall not be held responsible for font substitution made electronically.

Advertising rates are subject to change. Publisher will notify contract advertisers 30 days prior to rate change, at which time the advertiser may either accept the new rate for the remainder of the contract or cancel.

The publisher reserves the right to cease the publication of advertisements at any time.