

Texas Coop Power

RATE CARD



My Texas Magazine

TCP

Every month *Texas Co-op Power* brings Texas and the Texas co-op way of life to 4.5 million readers.

DAVE SHAFER

Texas Co-op Power celebrates everything Texas: its culture, people, food, history, places and events. Readers love to share the monthly recipes and photo contests with friends and family. It's all delivered with an entertaining and engaging perspective about life in this great state.

TCP's trusted presence in the Lone Star State spans seven decades. Many of our **4.5 million readers** have grown up with *TCP* in their homes and look forward to seeing it in their mailboxes each month.

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

ELAINE SPROULL (512) 486-6251 • ADVERTISING@TEXASCOOPPOWER.COM

COVER PHOTO: WYATT MCSADDEN

REVISED 01.30.2025

1.98 Million Circulation



Readers have
trusted **Texas
Co-op Power**
since 1944—
and they trust
our advertisers.

JASON DAVID PAGE

For more than 80 years, **Texas Co-op Power** has been part of the Texas landscape. Our readers have grown up with *TCP* in their homes, and their trust in the magazine transfers to our advertisers. With the state's largest circulation, we land in 20% of Texas homes—more than any other magazine in the Lone Star State.

TCP's portfolio of print and digital products can easily weave into any existing marketing strategy. We can also help you build a campaign from the ground up with print, website and e-newsletter advertising, plus reader engagement products like contest packages and giveaways.

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

ELAINE SPROULL (512) 486-6251 • ADVERTISING@TEXASCOOPPOWER.COM

REVISED 01.30.2025

Advertising Regions



Across town or across Texas, **Texas Co-op Power's** regional advertising lets you target your audience close to home in a statewide magazine—without the premium price.

CENTRAL

Circulation 536,000
Readership 1,232,800

Central Texas paints a year-round nature lover's paradise with gently rolling hills, state parks, lakes and hiking trails. In a region that's a haven for retirees, many of whom build second homes, residents expect information about health care, travel and outdoor recreation.

EAST

Circulation 294,000
Readership 676,200

Towering pines and lush wetlands set the stage for outdoors lovers to cast a line, pitch a tent or stroll protected forests. Folks in East Texas enjoy occasional trips to neighboring Louisiana.

NORTH

Circulation 690,000
Readership 1,587,000

Readers living around Texas' largest metropolitan area are well-heeled, all the way down to their cowboy boots. Folks living in and around the Metroplex enjoy a suburban lifestyle.

PANHANDLE

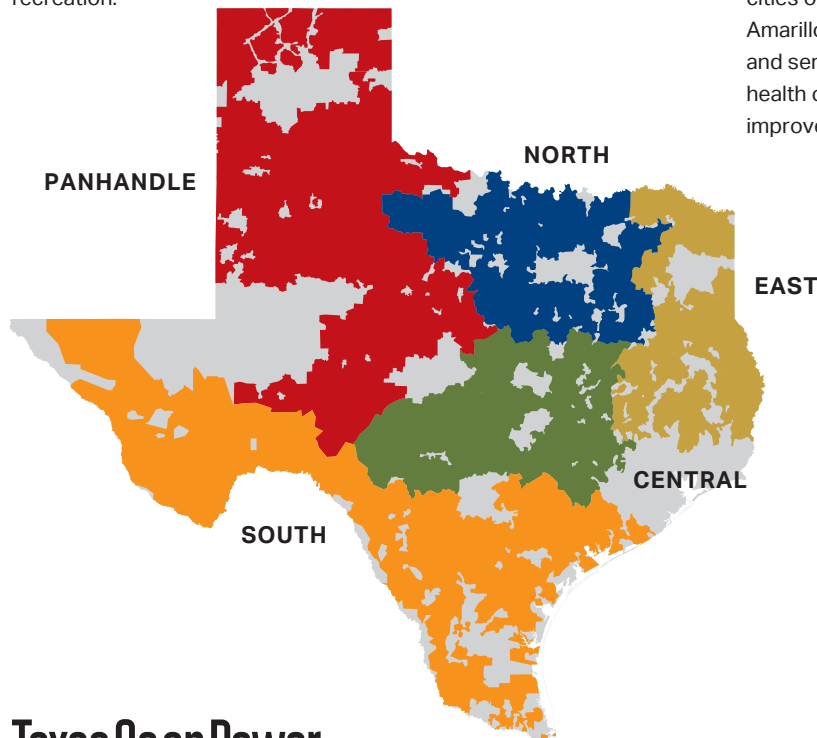
Circulation 112,000
Readership 257,600

More rural than many other parts of Texas, the Panhandle and West Texas attract independent types with a do-it-yourself approach to solving problems. With few urban centers close by, these folks look to regional suppliers, internet companies and the larger hub cities of Lubbock and Amarillo for products and services such as health care and home improvements.

SOUTH

Circulation 353,000
Readership 811,900

South Texas residents enjoy everything from bird-watching to beachcombing. This area offers one of the most enjoyable climates in the country during the winter months. Year after year, rare birds and two-legged snowbirds flock to the subtropical Rio Grande Valley.



TEXAS ELECTRIC COOPERATIVES BY REGION

CENTRAL

Bartlett EC
Bluebonnet EC
Central Texas EC
Fayette EC
Hamilton County ECA
Heart of Texas EC
Navasota Valley EC
Pedernales EC
San Bernard EC

EAST

Bowie-Cass EC
Bryan Texas Utilities
Cherokee County ECA
Deep East Texas EC
Houston County EC
Jasper-Newton EC
Lamar Electric
MidSouth EC
Panola-Harrison EC
Rusk County EC
Sam Houston EC
Wood County EC

NORTH

CoServ
Fannin County EC
Farmers EC
Fort Belknap EC
Grayson-Collin EC
HILCO EC
J-A-C EC
Navarro County EC
PenTex Energy
Tri-County EC
Trinity Valley EC
United Cooperative Services
Wise EC

PANHANDLE

Bailey County ECA
Big Country EC
CECA
Coleman County EC
Concho Valley EC
Deaf Smith EC
Greenbelt EC
Lamb County EC
Lea County EC
Lighthouse EC
Lyntegar EC
North Plains EC
Rita Blanca EC
South Plains EC
Southwest Rural EA
Southwest Texas EC
Swisher EC
Taylor EC

SOUTH

Bandera EC
GVEC
Jackson EC
Karnes EC
Magic Valley EC
Medina EC
Nueces EC
Rio Grande EC
San Patricio EC
Victoria EC
Wharton County EC

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

ELAINE SPROULL (512) 486-6251 • ADVERTISING@TEXASCOOPPOWER.COM

Print Ad Rates



Placements available in one or more regions to fit any budget.

Texas Co-op Power's monthly circulation is 1.98 million. With an estimated 2.3 Texans per household reading each issue of *TCP*, our readership is more than 4.5 million.



FOUR-COLOR REGIONAL RATES

	1X	3X	6X	12X
CENTRAL CIRCULATION 536,000				
FULL PAGE	\$8,485	\$7,542	\$7,165	\$6,790
1/2 PAGE	\$5,515	\$4,900	\$4,660	\$4,410
1/3 PAGE	\$3,725	\$3,310	\$3,145	\$2,980
1/6 PAGE	\$1,960	\$1,745	\$1,660	\$1,570
3.5 INCH	\$1,405	\$1,250	\$1,190	\$1,125
2.25 INCH	\$1,070	\$950	\$900	\$855
1 INCH	\$615	\$550	\$520	\$490

EAST CIRCULATION 294,000

FULL PAGE	\$6,080	\$5,405	\$5,135	\$4,865
1/2 PAGE	\$3,950	\$3,515	\$3,340	\$3,160
1/3 PAGE	\$2,670	\$2,370	\$2,255	\$2,135
1/6 PAGE	\$1,405	\$1,250	\$1,190	\$1,125
3.5 INCH	\$1,007	\$895	\$850	\$805
2.25 INCH	\$770	\$680	\$650	\$610
1 INCH	\$440	\$390	\$370	\$350

NORTH CIRCULATION 690,000

FULL PAGE	\$10,440	\$9,275	\$8,810	\$8,350
1/2 PAGE	\$6,780	\$6,030	\$5,730	\$5,430
1/3 PAGE	\$4,580	\$4,070	\$3,870	\$3,665
1/6 PAGE	\$2,410	\$2,145	\$2,040	\$1,930
3.5 INCH	\$1,730	\$1,535	\$1,460	\$1,380
2.25 INCH	\$1,315	\$1,170	\$1,110	\$1,050
1 INCH	\$760	\$670	\$640	\$605

	1X	3X	6X	12X
PANHANDLE CIRCULATION 112,000				
FULL PAGE	\$3,290	\$2,925	\$2,780	\$2,630
1/2 PAGE	\$1,975	\$1,755	\$1,670	\$1,580
1/3 PAGE	\$1,445	\$1,285	\$1,220	\$1,155
1/6 PAGE	\$760	\$675	\$640	\$610
3.5 INCH	\$545	\$485	\$460	\$435
2.25 INCH	\$415	\$370	\$350	\$330
1 INCH	\$240	\$210	\$200	\$190

SOUTH CIRCULATION 353,000

FULL PAGE	\$6,730	\$5,980	\$5,680	\$5,380
1/2 PAGE	\$4,475	\$3,980	\$3,780	\$3,580
1/3 PAGE	\$2,950	\$2,625	\$2,495	\$2,360
1/6 PAGE	\$1,555	\$1,380	\$1,315	\$1,245
3.5 INCH	\$1,115	\$990	\$940	\$890
2.25 INCH	\$850	\$755	\$715	\$680
1 INCH	\$490	\$435	\$410	\$390

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

MPA THE ASSOCIATION OF
MAGAZINE MEDIA

Alliance for
Audited Media

Digital Rates



Texas Co-op Power's flagship product is the print magazine, but *TCP* is much more than that. Our digital options are the perfect way to boost your print campaign and reach your audience where they live.

WEBSITE

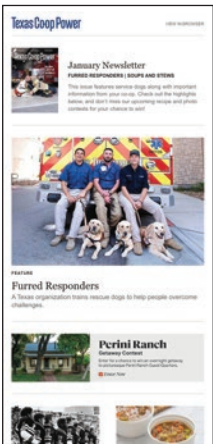


Website Leaderboard
(header or footer)
728 x 90 pixels standard
640 x 100 pixels mobile
(required for mobile display)

Website Display Ad
600 x 500 pixels
(1x displays at
300 x 250 pixels)
More IAB sizes available

Website Leaderboard or Footer \$750/30 days
Website Display \$450/30 days
Monthly pageviews: 81,000
Monthly users: 35,800

E-NEWSLETTERS



E-newsletter Banner
1200 x 400 pixels
(1x displays at 600 x 200 pixels)

E-newsletter Banner
Main e-newsletter monthly circulation: 53,500 \$250/month
Travel e-newsletter monthly circulation: 46,700 \$250/month
Both e-newsletters in the same month \$400/month

AVAILABLE IAB WEBSITE DISPLAY AD SIZES

Please include files at 1x and 2x sizes.

Desktop

300 x 250 pixels Medium Rectangle
728 x 90 pixels Leaderboard
970 x 90 pixels Super Leaderboard
970 x 250 pixels Billboard

Mobile

320 x 50 pixels Smartphone Banner

FILE FORMATS

Website and e-newsletter: JPG or GIF
Animated GIF accepted for website

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

Travel Ad Packages



Combine print, online and social media with our ad packages, contest bundles and sponsored content.

ERICH SCHLEGEL

Texas Co-op Power readers love the magazine—and they love to travel. Put your destination in front of 4.5 million Texans every month with these **Discount Travel Advertising Packages.**

1/2 PAGE AD PACKAGE \$27,400

Print ads in 2 issues
12 months of website sidebar advertising
2 TCP e-newsletter ads
Sponsored Facebook post, boosted for 2 months

1/3 PAGE AD PACKAGE \$20,075

Print ads in 2 issues
12 months of website sidebar advertising
1 TCP e-newsletter ad
Sponsored Facebook post, boosted for 2 months

1/6 PAGE AD PACKAGE \$10,575

Print ads in 2 issues
12 months of website sidebar advertising
1 TCP e-newsletter ad

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

ELAINE SPROULL (512) 486-6251 • ADVERTISING@TEXASCOOPPOWER.COM

REVISED 01.30.2025

Sponsored Content



Our sponsored content options combine the reach of print, the accessibility of digital and the trusted **Texas Co-op Power** brand with your destination, product or service.

SPONSORED CONTENT PACKAGE \$8,000

Promotional materials feature your product or service. Digital materials link to your online story page.

- 1/3-page print ads in 3 consecutive issues
- Sponsored story page on TexasCoopPower.com
- 3 months of TexasCoopPower.com promotion
- 3 months of *Texas Co-op Power* e-newsletter ads
- Sponsored story page included as a featured story in *TCP* e-newsletters for 1 month
- Facebook post that links to your sponsored story, boosted for 3 months

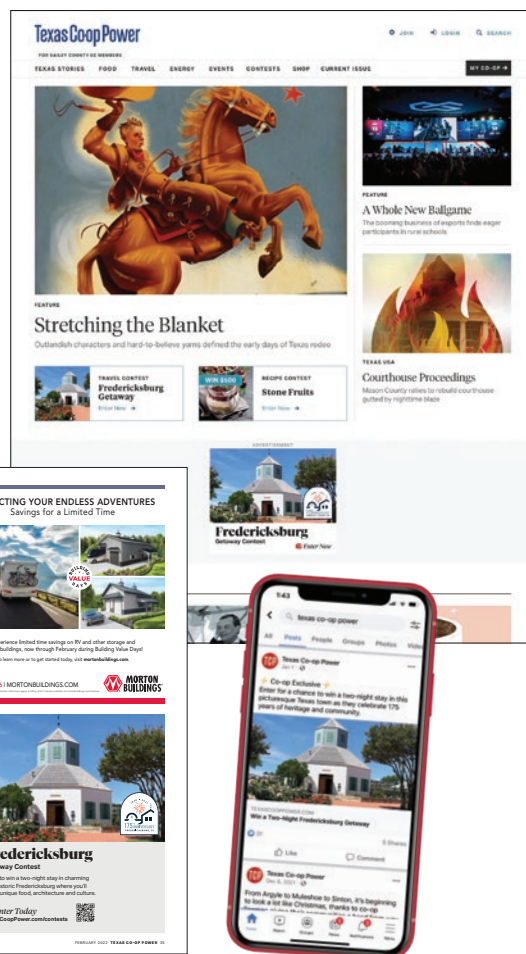
TRAVEL CONTEST SPONSORSHIP \$8,000

Promotional materials feature your destination with *Texas Co-op Power* contest branding. Digital materials link to your online contest page.

- 1/3-page print ads in 3 consecutive issues
- Contest page on TexasCoopPower.com
- 3 months of TexasCoopPower.com promotion
- 3 months of *TCP* e-newsletter ads
- Contest page included as a featured story in *TCP* e-newsletters for 1 month
- Facebook post that links to the contest page, boosted for 3 months

TWO WAYS TO PARTICIPATE

- Combine with a Discount Travel Advertising Package.
- Participate as a travel contest sponsor only at the \$8,000 fee.



HOW DOES IT WORK?

- Build a special getaway package (minimum retail value \$1,000) in your community for a *TCP* reader to win
- Partner with restaurants, events, shopping and lodging for a two-night getaway
- Send us promotional images and 200–500 words about the destination and sponsors
- Provide us with your video (file plus a link to the video on YouTube or Vimeo)
- *TCP* will conduct the contest and produce all the promotional collateral in our house format

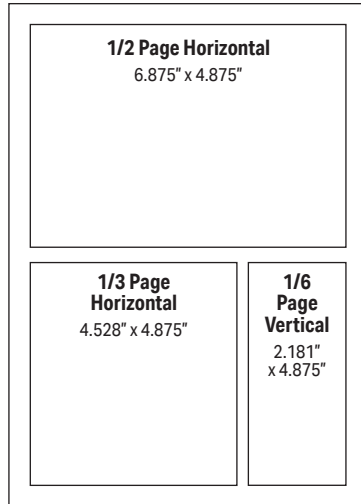
Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

TCP Sponsored Content Components

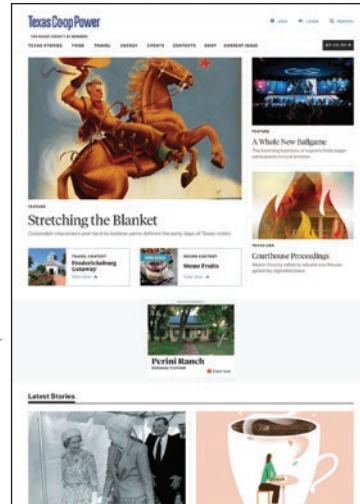
Print Ads

1.98 million homes | 4.5 million people



Website Promotion

81,000 monthly pageviews



Website Display Ad

600 x 500 pixels
(1x displays at 300 x 250 pixels)
More IAB sizes available

Website Contest or Story Page

200–500 words



E-newsletter Story

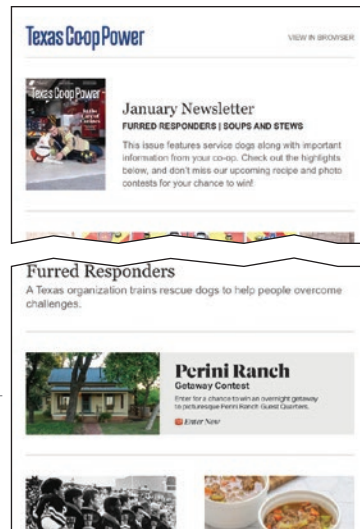
100,000 monthly emails sent



Featured E-newsletter Story

E-newsletter Banner

100,000 monthly emails sent



E-newsletter Banner

1200 x 400 pixels
(1x displays at 600 x 200 pixels)

Sponsored Facebook Post

14,000 followers



Facebook post

1200 x 630 pixel image or 30-second video plus 30 words

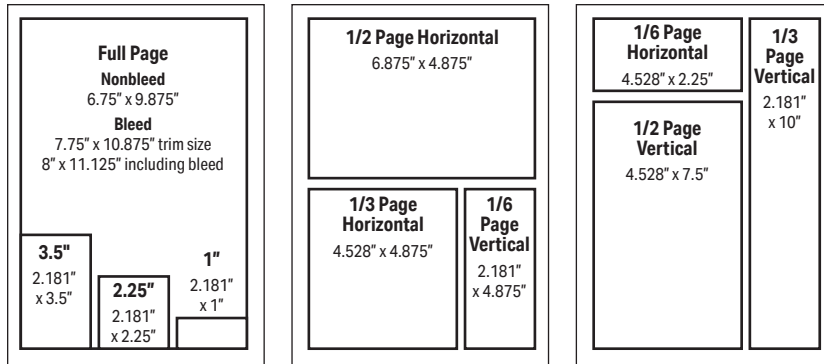
TexasCoopPower

A MAGAZINE ABOUT TEXAS LIVING

ELAINE SPROULL (512) 486-6251 • ADVERTISING@TEXASCOOPPOWER.COM

REVISED 01.30.2025

Print Ad Specifications



AD SIZES	TRIM	NON-BLEED	BLEED
FULL PAGE	7.75" x 10.875"	6.75" x 9.875"	8" x 11.125"
1/2 PAGE HORIZONTAL	6.875" x 4.875"		
1/2 PAGE VERTICAL	4.528" x 7.5"		
1/3 PAGE HORIZONTAL	4.528" x 4.875"		
1/3 PAGE VERTICAL	2.181" x 10"		
1/6 PAGE HORIZONTAL	4.528" x 2.25"		
1/6 PAGE VERTICAL	2.181" x 4.875"		
3.5 INCH	2.181" x 3.5"		
2.25 INCH	2.181" x 2.25"		
1 INCH	2.181" x 1"		

GENERAL SPECIFICATIONS

Trim size: 7.75" x 10.875"
Live area: 6.75" x 9.875"
Full-page bleed size: 8" x 11.125"
Binding: Saddle stitch
Color: CMYK or grayscale only

FILE TYPES

Press-ready PDF only.

Digital files are required for all ads. Due to variables in equipment, software and fonts, *Texas Co-op Power* assumes no responsibility for errors in the output of digital ads.

FILE SETUP

If the below guidelines are not met, the color and quality of print reproduction may vary. *Texas Co-op Power* is not responsible for errors caused by incorrect file setup.

Cost for ad rebuilds or modifications will be billed to the advertiser/agency at \$100 per hour. Agency discounts will be forfeited if modifications are necessary to reproduce the ad.

- Ads should be built to the final trim size or bleed size. Crop marks, registration marks and color bars are not necessary.
- Use CMYK or grayscale colors only. Convert all RGB and spot colors to CMYK to avoid issues with transparency and color accuracy.
- Do not use the Registration color for black type or objects.
- All fonts must be properly embedded (or outlined if necessary).
- Do not create black text in RGB; it will convert to four-color black type and cause issues on press.
- Image resolution should be at least 300 dpi.

TexasCo-opPower

A MAGAZINE ABOUT TEXAS LIVING

Terms and Conditions



CLOSING DATES

Space must be reserved in writing by the 10th of the month two months preceding publication date (i.e., June 10 for the August issue). Advertising materials are due by the 15th of the month two months preceding publication date.

Cancellations must be in writing and are not accepted after the closing date. Extensions for late materials must be approved in advance.

ISSUE	SPACE DEADLINE	MATERIALS DEADLINE
JANUARY	November 10	November 15
FEBRUARY	December 10	December 15
MARCH	January 10	January 15
APRIL	February 10	February 15
MAY	March 10	March 15
JUNE	April 10	April 15
JULY	May 10	May 15
AUGUST	June 10	June 15
SEPTEMBER	July 10	July 15
OCTOBER	August 10	August 15
NOVEMBER	September 10	September 15
DECEMBER	October 10	October 15

TERMS AND CONDITIONS

All invoices are due and payable within 15 days from date of invoice. Prior credit approval or payment in advance (by closing date) is required for first-time advertisers.

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 lawsuits 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.

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 or other type set by the publisher.

Texas Co-op Power does not offer rate protection. Advertising rates are subject to change. Publisher will notify contract advertisers 30 days prior to a rate change, at which time the advertiser may either accept new rate for the remainder of the contract term or cancel.

The publisher reserves the right to cease the publication of advertisements upon default in the payment of any installment due hereunder. It is understood that any production costs incurred in addition to the space charge listed on the current rate card will be billed. Any invoices unpaid after 15 days are subject to collections. An additional 25% will be added to all amounts sent to collections for processing.

If the number of insertions is not specified on the order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate and not earned within one year of first insertion will be billed at the earned rate (short rate).