

# 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](mailto:ADVERTISING@TEXASCOOPPOWER.COM)

COVER PHOTO: WYATT MCSPADDEN

REVISED 01.30.2025

# 1.98 Million Circulation



**TCP**

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.

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# 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

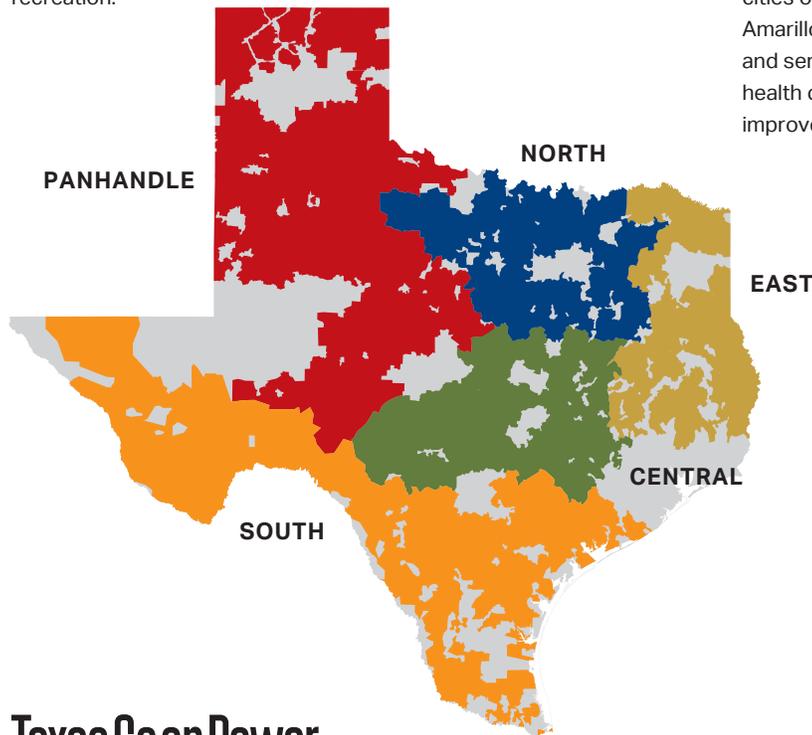
**Circulation 112,000**  
**Readership 257,600**

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

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# 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
<b>CENTRAL</b> 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

	1X	3X	6X	12X
<b>EAST</b> 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

	1X	3X	6X	12X
<b>NORTH</b> 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
<b>PANHANDLE</b> 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

	1X	3X	6X	12X
<b>SOUTH</b> 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



# 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

## 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

## 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

## FILE FORMATS

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

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# 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

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# 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

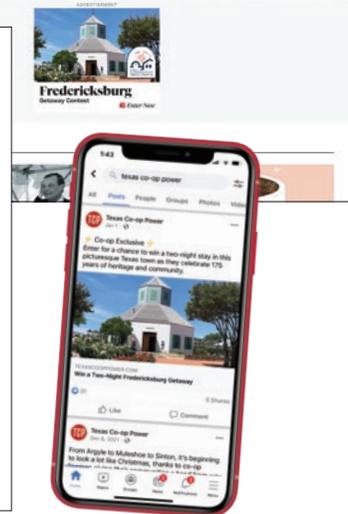
## TRAVEL CONTEST SPONSORSHIP \$8,000

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

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# TCP Sponsored Content Components

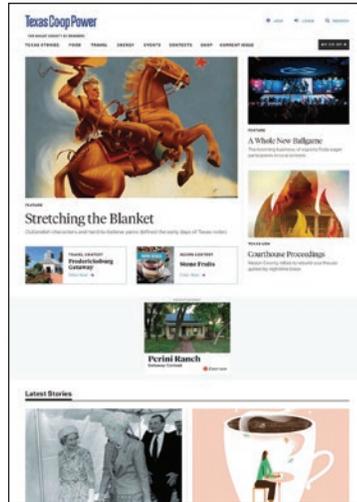
## Print Ads

1.98 million homes | 4.5 million people

<p><b>1/2 Page Horizontal</b> 6.875" x 4.875"</p>	
<p><b>1/3 Page Horizontal</b> 4.528" x 4.875"</p>	<p><b>1/6 Page Vertical</b> 2.181" x 4.875"</p>

## 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



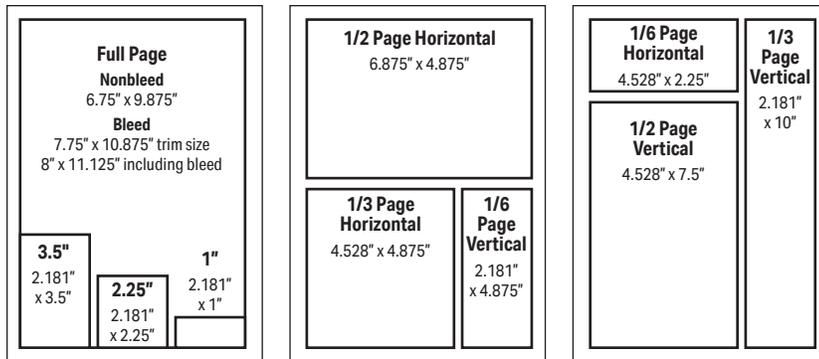
### Facebook post

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

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A MAGAZINE ABOUT TEXAS LIVING

# Print Ad Specifications



## 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.

## AD SIZES

## TRIM

## NON-BLEED

## BLEED

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"		

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# 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).