

TexasCoopPower Holiday Lights & Local Delights

More Families. Better Reach. Print + Digital That Works.

There's no better way to reach Texas foodies and festivalgoers than a **Texas Co-op Power Travel Ad Package**. Combine print and digital to promote your family-friendly event and reach **1.7 million households** with **4.1 million readers** in print, **66,600 monthly website pageviews** and **50,000 e-newsletters** delivered weekly.

1/6 PAGE PACKAGE

\$3,000/30 days

- 1/6 Page Vertical Print Ad
- E-newsletter Banner Ad
- Website Display Ad

3.5" AD PACKAGE

\$2,000/30 days

- 3.5" Vertical Print Ad
- E-newsletter Banner Ad
- Website Display Ad

Space reservation and materials due the 15th of the month, two months prior to issue.



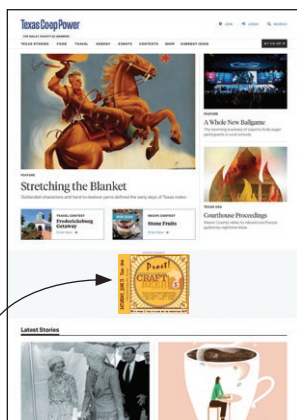
Texas Co-op Power readers love to travel.

49%
THREE
OR MORE
TRIPS

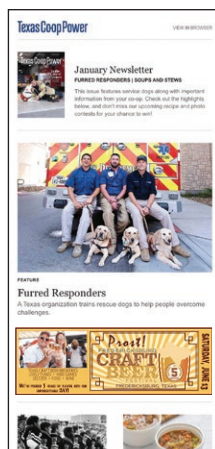
62%
TRAVEL
IN-STATE

\$2900
AVERAGE
SPENT ON
TRAVEL

Source: Reader Profile Study, MRI Custom Division 2025



Website Display Ad



E-newsletter
Banner Ad

1/6 Page Vertical Ad



3.5" Vertical Ad

TexasCoopPower
A MAGAZINE ABOUT TEXAS LIVING

CONTACT ELAINE SPROULL
(512) 486-6251
esproull@texas-ec.org

REVISED 9.30.26

Texas Coop Power

HOLIDAY LIGHTS & LOCAL DELIGHTS ADVERTISING RESERVATION FORM

Advertiser _____

Contact _____

Address _____

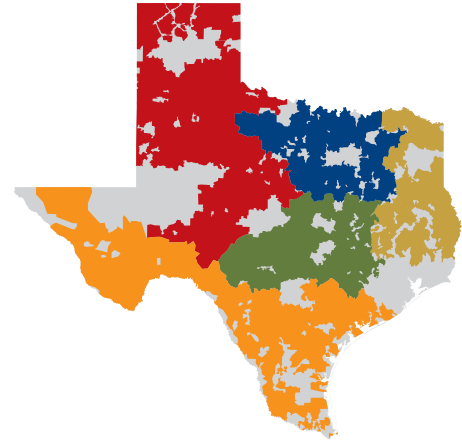
City _____

State _____ ZIP _____

Phone _____

Email _____

Website _____

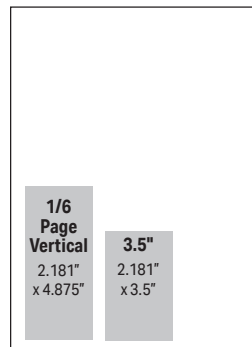


RATE PER INSERTION

Please check one: ☐ \$2,000 for 3.5 Inch Package ☐ \$3,000 for 1/6 Page Package

I want my ad to run in: ☐ January ☐ February ☐ March ☐ April ☐ May ☐ June ☐ July
☐ August ☐ September ☐ October ☐ November ☐ December

Space reservations and materials due: 15th of the month, two months prior to issue.



PRINT AD SPECS

- **1/6 Page Vertical Ad:** 2.181" w x 4.875" h
- **3.5" Ad:** 2.181" w x 3.5" h
- Press-ready PDF file, 300 dpi image resolution.
- CMYK or grayscale colors only. Convert RGB and spot colors to CMYK to avoid issues with transparency and color accuracy.
- Ads should be built to the final trim size. Crop marks, registration marks and color bars are not necessary.

WEBSITE DISPLAY AD SPECS

- **Billboard Ad:** 970 x 250 pixels
Provide file at 2x size: 1940 x 500 pixels
- **Medium Rectangle Ad:** 300 x 250 pixels
Provide file at 2x size: 600 x 500 pixels
- Save file as JPG or PNG. Animated GIF accepted for website.

E-NEWSLETTER BANNER SPECS

- 600 x 200 pixels
Provide file at 2x size: 1200 x 400 pixels
- Save file as JPG or PNG.

AGREEMENT Sign and email this page along with images and copy to 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.