

September 20, 2009

# TEXAS CO-OP POWER

A Magazine About Texas Living

## CIRCULATION

Texas Co-op Power's rates are based on an **average monthly circulation of 1,180,000**. With an estimated 2.5 Texans per household reading each issue of *Texas Co-op Power*, our readership is 3 million.

## COLOR RATES

Size	1x	6x	12x
Full page	\$43,605	\$41,610	\$39,700
2/3 page	30,445	29,085	27,770
1/2 page	23,895	22,830	21,815
1/3 page	16,915	16,170	15,475
1/6 page	7,940	7,550	7,180

## PREMIUM POSITIONS

Back cover..... additional 20%  
 Inside front cover..... additional 20%  
 Inside back cover..... additional 15%  
 Guaranteed page position..... additional 10%

## INSERTS

Texas Co-op Power accepts preprinted insert cards.  
 Cost available upon request.

## CLOSING DATES

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

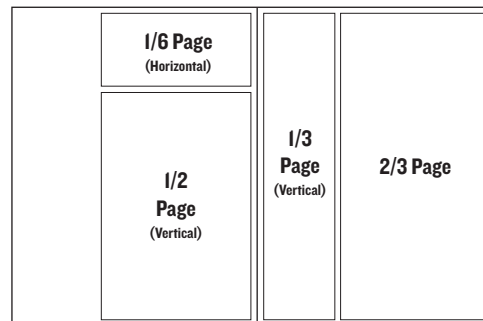
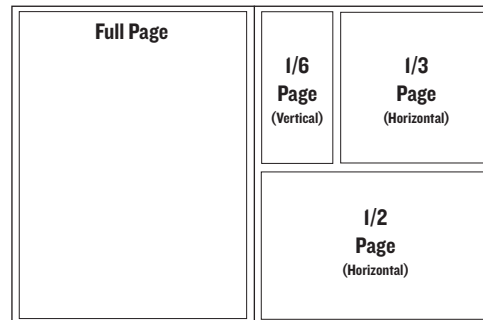
Cancellations must be in writing and are not accepted after the closing date. Extensions for late materials must be approved in advance by the advertising sales director.

## CONTACT

Martin Bevins, Sales Director  
 Phone (512) 486-6249 • Fax (512) 763-3387  
 Cell (512) 584-7758 • mbevins@texas-ec.org

## MECHANICAL REQUIREMENTS

Ad Sizes	Width	Height
Full page (nonbleed)	7 <sup>1</sup> / <sub>8</sub> "	x 10"
Full page (bleed)	8 <sup>1</sup> / <sub>4</sub> "	x 11 <sup>1</sup> / <sub>8</sub> "
2/3 page	4 <sup>9</sup> / <sub>16</sub> "	x 10"
1/2 page (horizontal)	7 <sup>1</sup> / <sub>8</sub> "	x 4 <sup>7</sup> / <sub>8</sub> "
1/2 page (vertical)	4 <sup>9</sup> / <sub>16</sub> "	x 7 <sup>1</sup> / <sub>2</sub> "
1/3 page (horizontal)	4 <sup>9</sup> / <sub>16</sub> "	x 4 <sup>7</sup> / <sub>8</sub> "
1/3 page (vertical)	2 <sup>1</sup> / <sub>4</sub> "	x 10"
1/6 page (horizontal)	4 <sup>9</sup> / <sub>16</sub> "	x 2 <sup>1</sup> / <sub>4</sub> "
1/6 page (vertical)	2 <sup>1</sup> / <sub>4</sub> "	x 4 <sup>7</sup> / <sub>8</sub> "



## GENERAL SPECIFICATIONS

- Trim size of publication is 8" x 10<sup>7</sup>/<sub>8</sub>".  
 Live area is 7<sup>1</sup>/<sub>8</sub>" x 10".  
 Full-page bleed size is 8<sup>1</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>".
- Printing process: Web offset.
- Binding: Saddle stitched.
- Color: CMYK or grayscale only. Files may NOT contain PMS/spot or RGB colors.
- 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.

## DIGITAL FILE INSTRUCTIONS

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.

### Acceptable Formats:

- High-resolution PDF preferred. Acrobat 4/PDF 1.3 format required. Transparency is not supported.
- QuarkXPress® 7 or lower
- Adobe InDesign® CS2 or lower
- Adobe Illustrator® CS2 or lower
- Adobe Photoshop® CS2 or lower

### The Following Files Should Be Included:

- Document file.
- All printer and screen fonts required by the file. Include fonts embedded in EPS files that have been used as graphics. For PDFs, use Acrobat Distiller's "Press" settings to embed all fonts.
- All linked image files. Preferred resolution for raster files is 300 dpi.
- Black-and-white proof for black-and-white ads, or color proof for color ads.

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