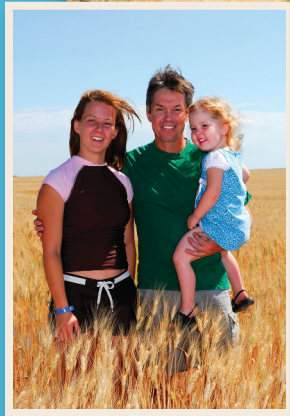


TEXAS CO-OP POWER



PANHANDLE / WEST TEXAS



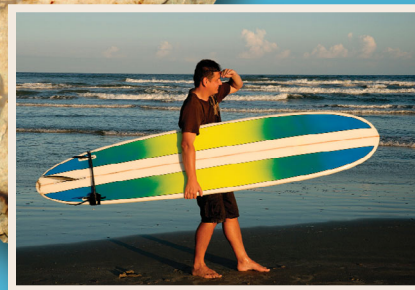
NORTH



CENTRAL



EAST



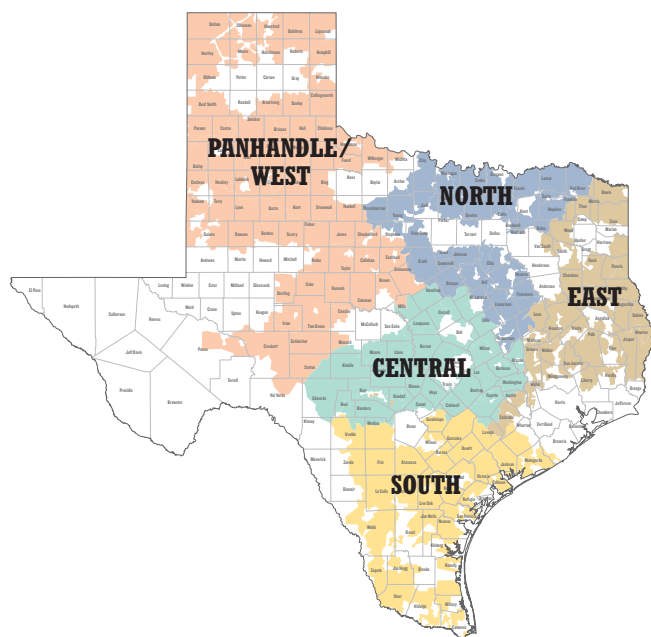
SOUTH

5 Regional Advertising Editions

REGIONAL ADVERTISING MARKETS

They say Texas is like a whole other country. We agree, that's why we created five regional advertising markets from Texas Co-op Power magazine's statewide circulation of 1.2 million.

Now, local advertisers—or national advertisers looking to target regional markets in Texas—can affordably advertise in the largest circulating magazine in Texas. Space can be booked in one or more of the five geographic regions. Each region is unique, delivering an audience with a common geographic identity that sets the regions apart from one another. Circulation and rates vary from region to region, and space is limited.



TEXAS ELECTRIC COOPERATIVES BY REGION

PANHANDLE/WEST

Bailey County EC
Big Country EC
Coleman County EC
Comanche 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

NORTH

Cooke County EC
CoServ Electric
Fannin County EC
Farmers EC
Fort Belknap EC
Grayson-Collin EC
HILCO EC
J-A-C EC
Lamar EC
Navarro County EC
Navasota Valley EC
United Cooperative Services
Wise EC

EAST

Bowie-Cass EC
Cherokee County EC
Deep East Texas EC
Houston County EC
Jasper-Newton EC
Mid-South Synergy
Navasota Valley EC)
Panola-Harrison EC
Rusk County EC
Sam Houston EC
San Bernard EC
Wood County EC

CENTRAL

Bandera EC
Bartlett EC
Bluebonnet EC
Bryan Texas Utilities
Central Texas EC
Fayette EC
Hamilton County EC
Heart of Texas EC
Pedernales EC
SOUTH
Guadalupe Valley EC
Jackson EC
Karnes EC
Magic Valley EC
Medina EC
Nueces EC
San Patricio EC
Victoria EC
Wharton County EC

PANHANDLE/WEST

CIRCULATION 87,000; READERSHIP 217,500

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, mail-order companies and the larger hub cities of Lubbock and Amarillo for products and services such as healthcare and home improvements. As wind turbines become as common as pump jacks, it's clear that the winds of change are blowing in this sprawling region.

NORTH

CIRCULATION 315,000; READERSHIP 787,500

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. Reaching them in the comfort of their homes with a familiar friend like Texas Co-op Power keeps the distraction of the city at bay as they see your message.

EAST

CIRCULATION 267,000; READERSHIP 667,500

Towering pines, mammoth bald cypress trees and lush, spooky wetlands set the stage for outdoors lovers and retirees to cast a line, pitch a tent or stroll protected forests. From boating to wildlife watching, folks in East Texas enjoy their surroundings and occasional trips to neighboring Louisiana.

CENTRAL

CIRCULATION 310,000; READERSHIP 775,000

A bluebonnet bonanza in the spring, Central Texas paints a nature lover's paradise year-round 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 that, in particular, fleshes out the areas of healthcare, travel and outdoor recreation.

SOUTH

CIRCULATION 233,000; READERSHIP 582,500

South Texas residents enjoy everything from bird-watching to beachcombing in a region rich in Hispanic culture. South Texas offers one of the most enjoyable climates in the country during the winter months. Tourists come to catch a wave on Gulf Coast beaches or check out aloe vera farms and citrus groves found nowhere else in the state. Year after year, rare birds and two-legged snowbirds flock to the subtropical Rio Grande Valley.

CIRCULATION

Texas Co-op Power's monthly circulation is 1.2 million. With an estimated 2.5 Texans per household reading each issue of Texas Co-op Power, our readership is 3 million.

RATE QUALIFICATION

Regional advertising rates are available to any organization interested in targeting one or more of the five geographic regions.

RATES

	1x	3x	6x	12x
PANHANDLE/WEST				
Full Page	\$2,475	\$2,200	\$2,090	\$1,980
Half Page	\$1,610	\$1,430	\$1,360	\$1,290
NORTH				
Full Page	\$5,670	\$5,040	\$4,790	\$4,535
Half Page	\$3,685	\$3,275	\$3,110	\$2,950
EAST				
Full Page	\$4,805	\$4,270	\$4,060	\$3,845
Half Page	\$3,120	\$2,775	\$2,635	\$2,500
CENTRAL				
Full Page	\$5,580	\$4,960	\$4,710	\$4,465
Half Page	\$3,630	\$3,225	\$3,065	\$2,605
SOUTH				
Full Page	\$4,195	\$3,730	\$3,545	\$3,360
Half Page	\$2,730	\$2,425	\$2,305	\$2,185

COLOR

Black plus one color add \$750
 Four-color add \$1,150

MECHANICAL REQUIREMENTS

<p>FULL PAGE Non Bleed 7 1/8" x 10" Bleed 8 1/4" x 11 1/8"</p>	<p>HALF PAGE 7 1/8" x 4 7/8"</p>
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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.

GENERAL SPECIFICATIONS

- **Trim size:** 8" x 10 7/8".
- **Live area:** 7 1/8" x 10".
- **Full-page bleed size:** 8 1/4" x 11 1/8".
- **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:

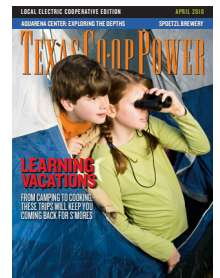
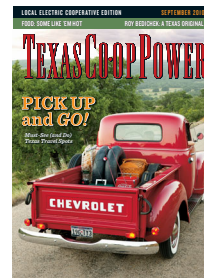
- High-resolution PDF preferred. **Acrobat 4/PDF 1.3 format required. Transparency is not supported.**
- QuarkXPress 8 or lower
- Adobe InDesign CS4 or lower
- Adobe Illustrator CS4 or lower
- Adobe Photoshop CS4 or lower

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.

SAMPLE ISSUES

Click on any cover to see the entire issue.



CONTACT

advertising@TexasCoopPower.com
 (512) 486-6249

Texas Co-op Power Advertising
 1122 Colorado St., 24th Floor, Austin, TX 78701
 www.TexasCoopPower.com

TEXAS CO-OP POWER ADVERTISING 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 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 rate change, at which time advertiser may either accept new rate for remainder of 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.

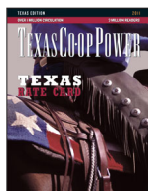
It is understood that any production costs incurred in addition to the space charge listed on the current rate card will be billed. Any invoices unpaid after 15 days are subject to collections. An additional 25 percent will be added to all amounts sent to collections for processing.

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 earned rate (short rate).

RATE CARDS



National



Texas

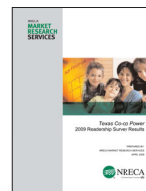
RESEARCH



MRI



BPA



Readership

MEDIA KIT



CONTACT

advertising@TexasCoopPower.com

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Austin, TX 78701
A Magazine About Texas Living www.TexasCoopPower.com