



TexasPropane is the official publication of the Texas Propane Gas Association and is the only publication geared exclusively toward the Texas propane industry. Each month, *Texas Propane* reaches over 1,100 propane industry leaders. TPGA member companies sell about 80 percent of the retail propane sold in Texas to residential, commercial, industrial, agricultural and fleet customers, providing an effective platform to market your products. Space is limited. Reserve your spot today.

Black and White Rates

Size	1x	4x	12x
Outside Back Cover*	\$1,475	\$1,370	\$1,105
Inside Front Cover*	\$1,375	\$1,280	\$1,030
Inside Back Cover*	\$1,375	\$1,280	\$1,030
Full Page	\$662	\$615	\$530
½ Page	\$394	\$366	\$315
⅓ Page	\$289	\$268	\$230
¼ Page	\$230	\$214	\$184

*All Cover positions already include 4-color charges

Color

4-color can be added to any size ad for an additional \$200.

Classified Advertising Rates

Words Rate per Word

20 minimum \$1/word
 Pictures and logos can be added for a small additional charge. Call for custom pricing.

Discounts

Advertising agency discounts of 15% allowed to agencies that pay submitted invoices within 30 days of billing date. TPGA Members receive 5% off all listed rates. Only one discount per advertiser is allowed.

Closing Dates

Space reservations for both display and classified advertising are due a month before the publication date. For example, a reservation for the February issue is due January 1. Artwork is due five working days after the reservation deadline.

Mechanical Requirements

FULL PAGE

7 1/2" x 10"

1/2 PAGE (3 col, horizontal)

7 1/2" x 4 3/4"

1/2 PAGE (2 col, vertical)

4 3/4" x 7 1/2"

1/3 PAGE (2 col)

4 3/4" x 4 3/4"

1/3 PAGE (1 col)

2 1/4" x 9 7/8"

1/4 PAGE (2 col)

4 3/4" x 3 3/4"

1/4 PAGE (1 col)

2 1/4" x 7"

Trim size: 8.5" x 11"

Bleed: 8.625" x 11.125"

Material Requirements

All ads must be in a **DIGITAL** format. The following formats with a clean laser print are accepted:

- **eps file** (most programs/versions, Mac or PC)
- **tif file** (resolution should be at least 300 dpi for color or grayscale graphics or 1200 dpi for line art)
- **InDesign CS3**
- **PDFs** (300 dpi)

For all ads, please collect all artwork and fonts for output. Images should be **CMYK**. Ads will be accepted on ZIP Disk, CD-Rom, via e-mail or FTP.

Production

Affordable production available to create/change ads. Call for current rates and conditions.

Advertising Policies

The Texas Propane Gas Association and/or Sail House Publishing (publisher), or its agents, shall not be held liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the Texas Propane Gas Association and/or Sail House Publishing against expenses 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.

Billing to the advertising agency is based upon acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days of invoice date. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

All rates are in U.S. funds and are payable in U.S. funds. The publisher and TPGA reserve the right to refuse advertisements deemed not in the best interest of TPGA and/or not in keeping with the publication's standards.

A 1.5% charge will be assessed on bills over 60 days old and on every additional month thereafter. Trade outs and make goods are at the discretion of the publisher.

Contracts not fulfilled will be subject to a 70 percent charge on the contracted purchase price of advertising.



Contact Information

Publisher/Editor

Sail House Publishing

Kimberly Scheberle

3510 Crowncrest

Austin, TX 78759

512-346-0892

(309) 420-6280 fax

kim@sailhousepublishing.com

Advertising Representative

Joanne Pantaze

512-272-9393 phone

512-278-1531 fax

jpantaze@pvco.net

TexasPropane

The Magazine of the Texas Propane Gas Association

Advertiser

Name _____

Address _____

City _____ State _____ zip _____

Phone _____

Fax _____

E-mail _____

Authorized Signature _____ date _____

Advertising Agency

Name _____

Address _____

City _____ State _____ zip _____

Phone _____

Fax _____

E-mail _____

Size

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Full Page
- 1/2 Page
- 1/3 page
- 1/4 page
- Classified

Orientation

- Vertical
- Horizontal

Color

- Four Color
- Black & White

Frequency

- 1 issue
- 4 issues
- 12 issues

Issues

- Every Issue
- January 2009
- February 2009
- March 2009
- April 2009
- May 2009
- June 2009
- July 2009
- August 2009
- September 2009
- October 2009
- November 2009
- December 2009

Total Purchase Price of Advertising

Space Rate \$ _____ = \$ _____

Less Agency Discount (15% if applicable) \$ _____

Less TPGA Member Discount (5% if applicable) \$ _____

Net Total per issue \$ _____

Special Billing Instructions _____

Publisher
Sail House Publishing
512-346-0892 phone
309-420-6280 fax
kim@sailhousepublishing.com

Advertising Representative
Joanne Pantaze
512-272-9393 phone
512-278-1531 fax
jpantaze@pvco.net