

# TexasPropane

THE MAGAZINE FOR THE TEXAS PROPANE GAS ASSOCIATION

## 2010 RATE CARD



### ADVERTISING SALES

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### PUBLISHER

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*Texas Propane* 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
1/2 Page	\$394	\$366	\$315
1/3 Page	\$289	\$268	\$230
1/4 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.

## 2010 MATERIAL REQUIREMENTS

All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

### Acceptable software includes

- Adobe Indesign CS
- Adobe Illustrator CS versions 11 or less
- Adobe Photoshop CS versions 8.0 or less

### Additional files include

- **.pdf** – high resolution/press quality only
- **.eps** – flattened files only
- **.tif** – flattened or layered files 300 dpi minimum at actual size
- **.jpg** – high resolution 300 dpi minimum at actual size

### Acceptable color profiles and resolution

- Images must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK
- Web images or images taken from web-sites are not acceptable (due to low resolution with 72 dpi)

### 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.

## 2010 MECHANICAL REQUIREMENTS

**Trim Size** – 8.5" x 11"

**Live Area** – 7.25" x 9.75"

**No bleed** – 7.25" x 9.75"

### Full page

**Bleed** – 8.75" x 11.25"

### 1/2 page

**Horizontal** (3 column) - 7.25" x 4.75"

**Island** (2 column) - 4.75" x 7.25"

### 1/3 page

**Horizontal** (2 column) - 4.75" x 4.75"

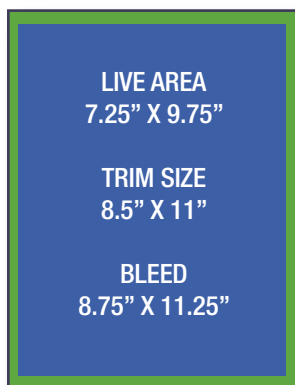
**Vertical** (1 column) - 2.25" x 9.75"

### 1/4 page

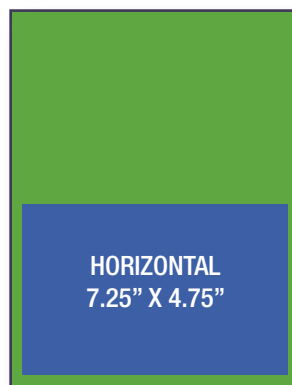
**Horizontal** (2 column) - 4.75" x 3.5"

**Vertical** (1 column) - 2.25" x 7.25"

### FULL PAGE



### HALF PAGE



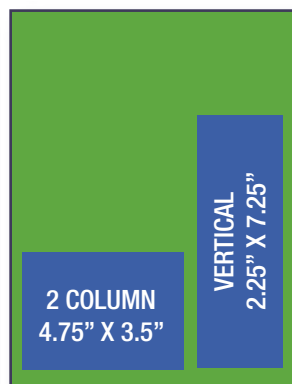
### HALF PAGE



### 1/3 PAGE



### 1/4 PAGE



## 2010 ADVERTISING SPACE PURCHASED AS FOLLOWS

### Size

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

### Color

- 4 - color
- Black and White

### Orientation

- Vertical
- Horizontal

### Frequency

- 1 issue
- 4 issue
- 12 issues

### Place Ads In

- Every Issue
- January 2010
- February 2010
- March 2010
- April 2010
- May 2010
- June 2010
- July 2010
- August 2010
- September 2010
- October 2010
- November 2010
- December 2010

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## 2010 ADVERTISING CONTRACT

### Advertiser

Billing Address

Company

Contact Name

Address

City

State

ZIP

Phone

Fax

E-mail

Authorized Signature

Date

### Advertising Agency (if different from above)

Billing Address

Address

City

State

ZIP

Phone

Fax

E-mail

Authorized Signature

### TOTAL PURCHASE PRICE OF ADVERTISING

Space Rate (per Issue) \$ \_\_\_\_\_

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

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

Net Total Per Issue \$ \_\_\_\_\_

### Special Billing Instructions

Please return the contract to **JOANNE PANTAZE**