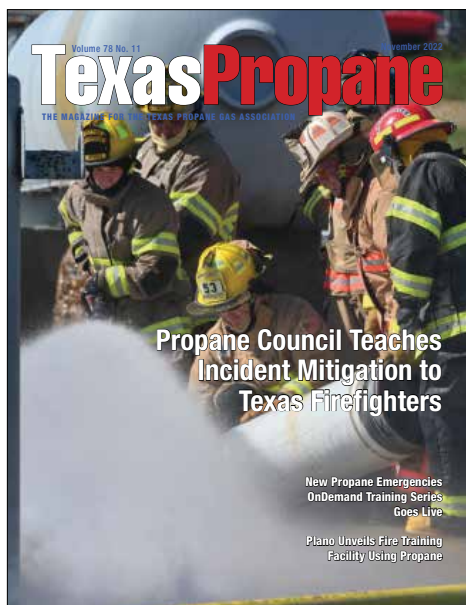


# TexasPropane

THE MAGAZINE FOR THE TEXAS PROPANE GAS ASSOCIATION

## 2023 RATE CARD



12,000+

Print and online edition are distributed to over 12,000 propane industry professionals annually.

### Readers

Our readers include propane company owners, propane retail managers, and propane industry leaders.

### ADVERTISING SALES

**Joanne Pantaze**

512-273-2639 [phone](tel:512-273-2639)

[jpantaze@zochnet.com](mailto:jpantaze@zochnet.com) [email](mailto:jpantaze@zochnet.com)

### PUBLISHER

**Kimberly Scheberle**

Sail House Publishing

512-346-0892 [phone](tel:512-346-0892)

[kscheberle@austin.rr.com](mailto:kscheberle@austin.rr.com) [email](mailto:kscheberle@austin.rr.com)

*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, the print and online edition of *Texas Propane* reach over 1,000 decision making propane industry professionals (including every licensed full-service Texas propane retailer) providing an effective platform to market your products and services.

**Space is limited. Reserve your spot today.**

### Black and White Rates, Per Issue

Size	1x	4x	12x
Outside Back Cover	\$921	\$879	\$820
Inside Front Cover	\$879	\$820	\$703
Inside Back Cover	\$879	\$820	\$703
Center Spread	\$1551	\$1442	\$1242
Full page	\$814	\$688	\$593
1/2 page	\$485	\$409	\$353
1/3 page	\$355	\$299	\$258
1/4 page	\$283	\$240	\$206

### Advertorials **NEW**

An advertorial gives you a chance to describe your product and service in form of a story in our magazine. Upgrade your ad today to an advertorial for a 20% additional fee. Advertorials are available in full page (900 words), 1/2 page (400), & 1/4 page (200).

*Advertisers are responsible for providing written article submission in an editable format. Images are permitted but it will reduce allowable word count.*

### Color

4-color can be added to any size ad for an additional 30% of space rate.

### Classified Advertising Rates

Standard Classified Advertising is available for \$2/word. \$50 minimum per insertion.

Small logo or photo can be inserted for \$10.

Display classifieds are available for \$30/column inch (3 column grid format).

### Discounts

TPGA members receive an additional 5% off all listed rates. All rates are net; no advertising agency discounts available.

### 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 5-10 days after the reservation deadline.

## 2023 MATERIAL REQUIREMENTS

Ads must be furnished electronically.

Advertisers should supply a high-resolution PDF.

Ensure all elements of the ad are at 300 dpi in CMYK color format, with all fonts outlined and/or embedded. *Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi).*

Files submitted in Publisher, Word, Excel or PowerPoint will not be accepted.

Please submit correctly sized ad material as outlined in this media kit. If artwork is not provided as described, advertiser may incur a \$99 re-design fee.

If you have a special request/need with your advertisement, talk with Joanne Pantaze (advertising sales) for a solution.

### 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.

### Cancellation Policy

Any advertiser who cancels a 4-time or 12-month contract will be responsible for paying 70 percent of the discounted amount for the remaining months of advertising.

Ad cancellation must be received in writing 30 days prior to next publication date.

## 2023 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"

**Center Spread**

**Bleed** – 17.25" x 11.25"

**1/2 page**

**Horizontal** (3 column) - 7.25" x 4.75" + **Island** (2 column) - 4.75" x 7.25"

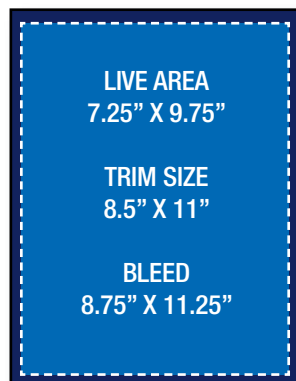
**1/3 page**

**Horizontal** (2 column) - 4.75" x 4.75" + **Vertical** (1 column) - 2.25" x 9.75"

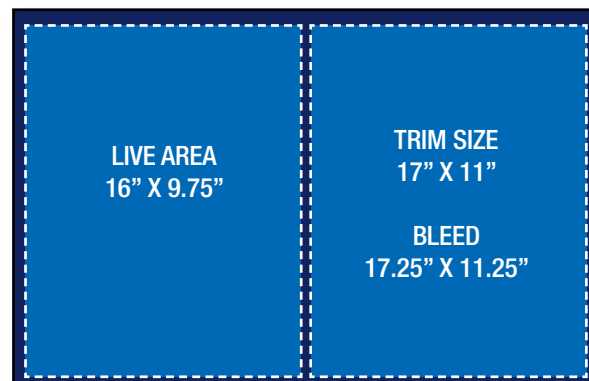
**1/4 page**

**Horizontal** (2 column) - 4.75" x 3.5" + **Vertical** (1 column) - 2.25" x 7.25"

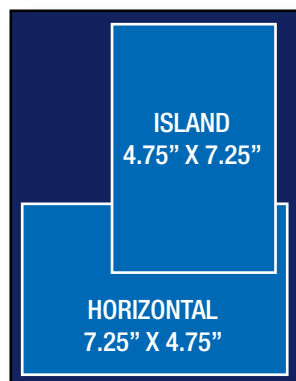
### FULL PAGE



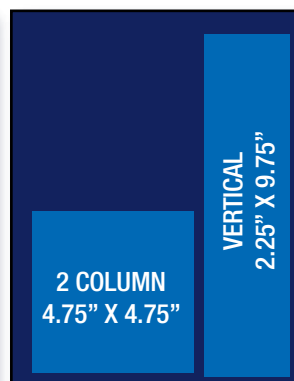
### CENTER SPREAD



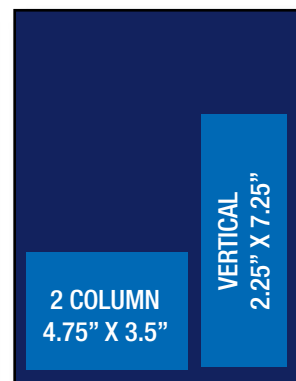
### HALF PAGE



### 1/3 PAGE



### 1/4 PAGE



## 2023 ADVERTISING SPACE PURCHASED AS FOLLOWS

### Size

- ☐ Back Cover
- ☐ Inside Front Cover
- ☐ Inside Back Cover
- ☐ Center Spread
- ☐ 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 2023
- ☐ February 2023
- ☐ March 2023
- ☐ April 2023
- ☐ May 2023
- ☐ June 2023
- ☐ July 2023
- ☐ August 2023
- ☐ September 2023
- ☐ October 2023
- ☐ November 2023
- ☐ December 2023

## ADVERTISING SALES

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512-273-2639 phone

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Austin, TX 78759

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kscheberle@austin.rr.com email

# TexasPropane

## 2023 ADVERTISING CONTRACT

### Advertiser

☐ Billing Address

Company

Contact Name

Address

City

State

ZIP

Phone

Cell

E-mail

Authorized Signature

Date

### Advertising Agency (if different from above)

☐ Billing Address

Address

City

State

ZIP

Phone

Cell

E-mail

Authorized Signature

## TOTAL PURCHASE PRICE OF ADVERTISING

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

4-Color (30%) \$ \_\_\_\_\_

Advertorial Upcharge (20%) \$ \_\_\_\_\_

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

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

### Special Billing Instructions

Please return the contract to **JOANNE PANTAZE**