

# TEXAS CO-OP POWER 2014 Regional Rates

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 1.3 million. Each region is unique, delivering an audience with a common geographic identity that sets the regions apart from one another.

PANHANDLE/WEST	NORTH	EAST	CENTRAL	SOUTH
Circulation 86,600 Readership 216,500	Circulation 341,200 Readership 853,000	Circulation 288,000 Readership 720,000	Circulation 333,100 Readership 832,750	Circulation 251,100 Readership 627,750

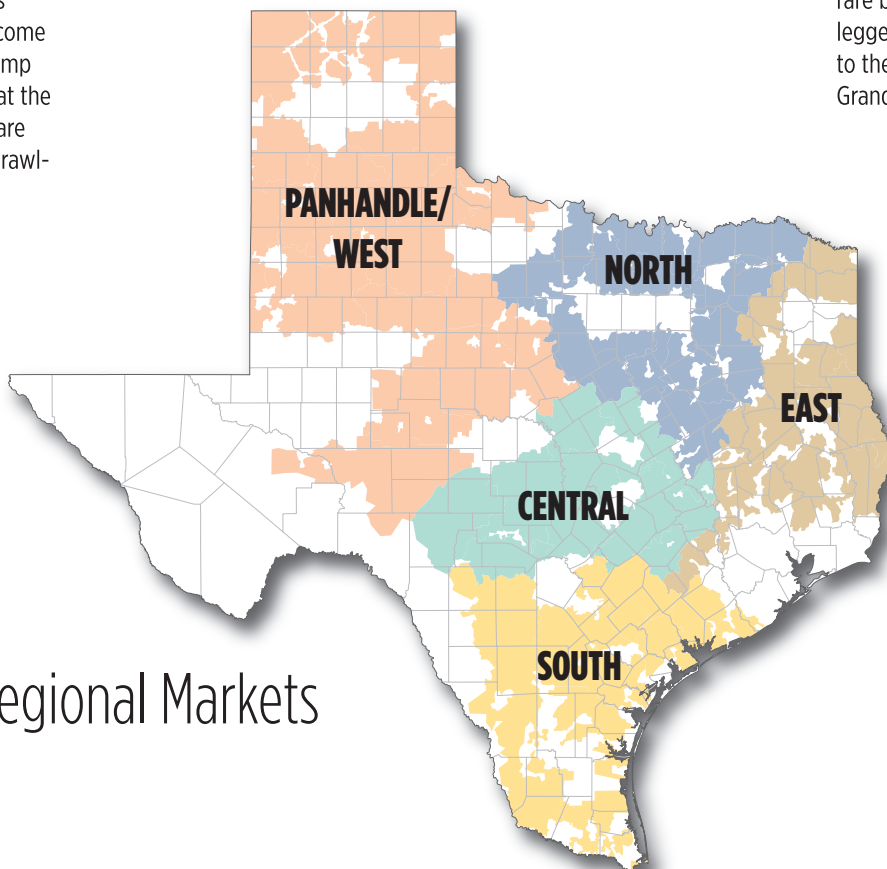
More rural than many other parts of Texas, the Panhandle and West Texas attract independent types with a do-it-yourself approach to solving problems. With few urban centers close by, these folks look to regional suppliers, Internet companies and the larger hub cities of Lubbock and Amarillo for products and services such as health care 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.

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.

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.

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 health care, travel and outdoor recreation.

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.



**5** Regional Markets

## TEXAS ELECTRIC COOPERATIVES BY REGION

### Panhandle/West

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

### East

Bowie-Cass EC  
Cherokee County ECA  
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 ECA  
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

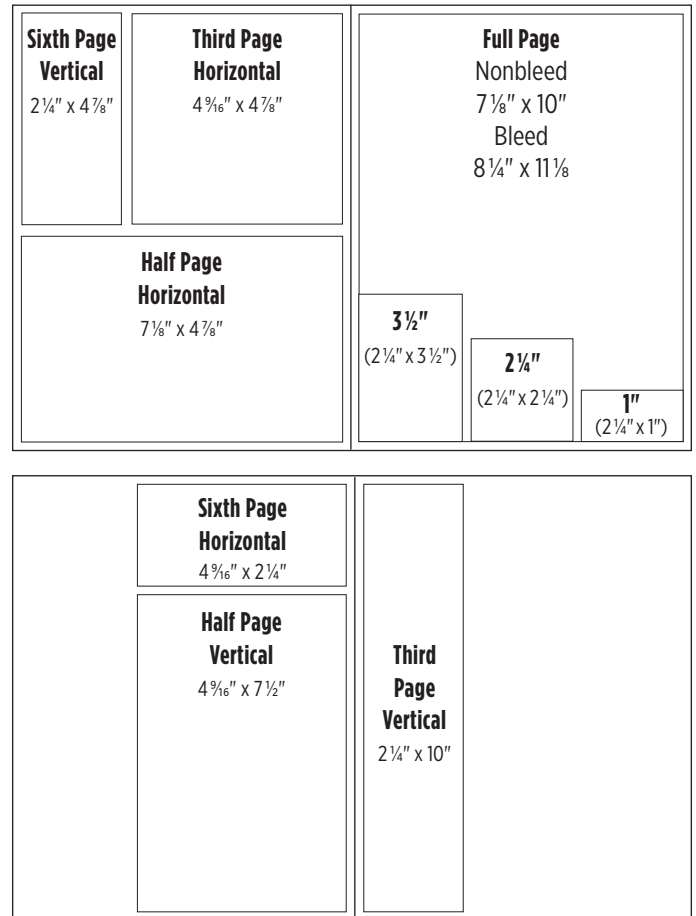
# 2014 Regional Rates

RATES	1x	3x	6x	12x
<b>PANHANDLE/WEST</b>				
Full Page	\$2,925	\$2,595	\$2,470	\$2,340
Half Page	\$1,900	\$1,670	\$1,605	\$1,520
Third Page	\$1,285	\$1,140	\$1,085	\$1,025
Sixth Page	\$695	\$620	\$585	\$555
3½ Inch	\$485	\$430	\$410	\$390
2¼ Inch	\$370	\$330	\$310	\$295
1 Inch	\$212	\$190	\$180	\$170
<b>NORTH</b>				
Full Page	\$8,060	\$7,165	\$6,810	\$6,450
Half Page	\$5,240	\$4,660	\$4,425	\$4,190
Third Page	\$3,540	\$3,145	\$2,990	\$2,830
Sixth Page	\$1,865	\$1,660	\$1,575	\$1,490
3½ Inch	\$1,335	\$1,185	\$1,130	\$1,070
2¼ Inch	\$1,015	\$905	\$860	\$815
1 Inch	\$585	\$520	\$495	\$470
<b>EAST</b>				
Full Page	\$6,820	\$6,060	\$5,760	\$5,455
Half Page	\$4,430	\$3,940	\$3,740	\$3,545
Third Page	\$2,990	\$2,660	\$2,525	\$2,395
Sixth Page	\$1,620	\$1,440	\$1,370	\$1,300
3½ Inch	\$1,130	\$1,005	\$954	\$905
2¼ Inch	\$860	\$765	\$725	\$690
1 Inch	\$495	\$440	\$415	\$395
<b>CENTRAL</b>				
Full Page	\$7,870	\$6,995	\$6,645	\$6,295
Half Page	\$5,115	\$4,545	\$4,320	\$4,090
Third Page	\$3,455	\$3,070	\$2,920	\$2,765
Sixth Page	\$1,820	\$1,615	\$1,535	\$1,455
3½ Inch	\$1,305	\$1,160	\$1,100	\$1,040
2¼ Inch	\$990	\$880	\$840	\$795
1 Inch	\$570	\$510	\$480	\$455
<b>SOUTH</b>				
Full Page	\$5,930	\$5,275	\$5,010	\$4,745
Half Page	\$3,855	\$3,430	\$3,255	\$3,085
Third Page	\$2,605	\$2,315	\$2,200	\$2,085
Sixth Page	\$1,370	\$1,220	\$1,160	\$1,100
3½ Inch	\$980	\$875	\$830	\$785
2¼ Inch	\$750	\$665	\$630	\$600
1 Inch	\$430	\$385	\$365	\$345

## COLOR

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

## MECHANICAL REQUIREMENTS



## GENERAL SPECIFICATIONS

- **Trim size:** 8" x 10⅞"
- **Live area:** 7⅞" x 10"
- **Full-page bleed size:** 8¼" x 11⅞"
- **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.

## 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 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.**

**TEXAS CO-OP POWER** CONTACT

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