

# TexasPropane

THE MAGAZINE FOR THE TEXAS PROPANE GAS ASSOCIATION

## 2020 RATE CARD



### ADVERTISING SALES

**Joanne Pantaze**

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### PUBLISHER

**Kimberly Scheberle**

Sail House Publishing

512-346-0892 **phone**

kscheberle@austin.rr.com **email**

3510 Crowncrest Drive  
Austin, TX 78759

*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 1,000 decision making propane industry professionals (including every licensed full-service propane retailer) providing an effective platform to market your products. Space is limited. Reserve your spot today.

### Black and White Rates, Per Issue

Size	1x	4x	12x
Outside Back Cover	\$865	\$825	\$770
Inside Front Cover	\$825	\$770	\$660
Inside Back Cover	\$825	\$770	\$660
Center Spread	\$1456	\$1353	\$1166
Full page	\$764	\$646	\$557
1/2 page	\$455	\$384	\$331
1/3 page	\$333	\$281	\$242
1/4 page	\$266	\$225	\$193

### 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 five working days after the reservation deadline.

## 2020 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.

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

## 2020 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"

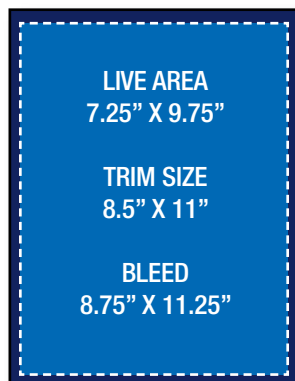
**Vertical** (1 column) - 2.25" x 9.75"

### 1/4 page

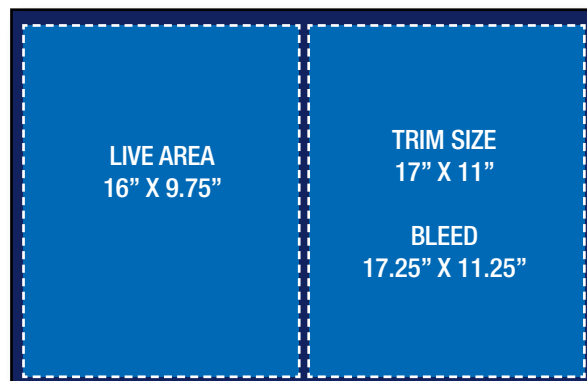
**Horizontal** (2 column) - 4.75" x 3.5"

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

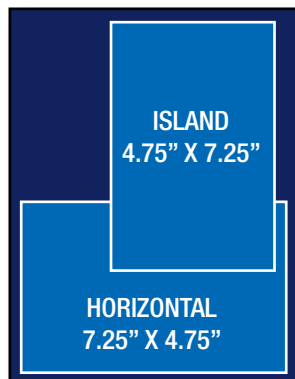
### FULL PAGE



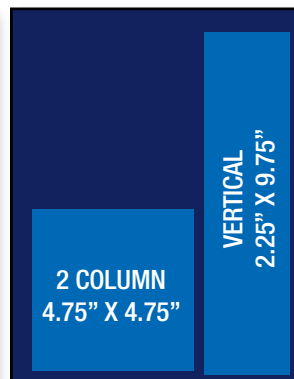
### CENTER SPREAD



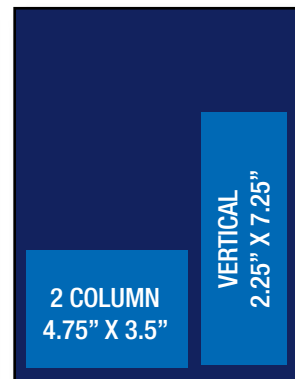
### HALF PAGE



### 1/3 PAGE



### 1/4 PAGE



## 2020 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 2020
- ☐ February 2020
- ☐ March 2020
- ☐ April 2020
- ☐ May 2020
- ☐ June 2020
- ☐ July 2020
- ☐ August 2020
- ☐ September 2020
- ☐ October 2020
- ☐ November 2020
- ☐ December 2020

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## 2020 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%) \$ \_\_\_\_\_

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

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

### Special Billing Instructions

Please return the contract to **JOANNE PANTAZE**