



A D V E R T I S I N G

PRINT ADVERTISING & SPONSORSHIP OPPORTUNITIES

TO ADVERTISE or SPONSOR, complete the forms from this packet and return to Haley Gautreaux, Communications & Marketing Specialist, TVPPA, P.O. Box 6189, Chattanooga, TN, 37401-6189; or email: hgautreaux@tvppa.com

PRINT ADVERTISING & SPONSORSHIP OPPORTUNITIES



Tennessee Valley Public Power Association

www.tvppa.com

ADVERTISING

There isn't a better way to reach the 154 municipal AND cooperative electric utilities within the SEVEN-STATE Tennessee Valley area than through TVPPA. We offer a multitude of opportunities certain to be a fit for any budget.

SPONSORSHIP OPPORTUNITIES

If face time is your approach, TVPPA can help. Scheduled throughout the year are six section conferences with key staff focused attendance. Our annual conference, held in May of each year, garners the highest attendance of utility managers and many of their boards.

Opportunities at each include a variety of sponsor recognition as well as exhibiting space to truly get your products and services into the eyes and even hands of our members.

- **Fiber University** • February 5-6, 2019 • Embassy Suites • Murfreesboro, TN
- **Legal** • February 7-8, 2019 • Embassy Suites • Murfreesboro, TN
- **Valley Utility Workshop: A Foundations for Distribution Utility Employees** • February 28, 2019 • Embassy Suites • Murfreesboro, TN
- **Utility Purchasing & Materials Management** • April 10-12, 2019 • Sheraton Music City • Nashville, TN
- **73rd Annual Conference** • May 20-22, 2019 • Omni Grove Park Inn • Asheville, NC
- **Engineering, Operations & Technology Conference** • August 14-16, 2019 • Gaylord Opryland Hotel • Nashville, TN
- **Utility Safety & Security Conference** • Sept 25-26, 2019 • The Crown Plaza • Knoxville, TN
- **Accounting & Finance Conference** • Oct 23-25, 2019 • Marriott Cool Springs • Franklin, TN
- **Customer Service & Communications Conference** • Nov 15-17, 2017 • Marriott Cool Springs • Franklin, TN
- **Human Resource Management Conference** • Nov 6-8, 2019 • Marriott Cool Springs • Franklin, TN

NOTE: CS&C and HRM conferences held jointly at same location

PRINT ADVERTISING OPPORTUNITIES – Traditional methods are still relevant and TVPPA provides advertising options in two of our publications with rates starting at just \$190. For that price, why wait? As an even better idea, why not partner your conference sponsorship with print advertising as an excellent follow-on or precursor?

TVPPA News Magazine: Published bi-monthly, TVPPA News is THE association publication for our membership. Our members include 104 municipal and 50 rural electric cooperatives that serve nearly nine million customers in the seven-state Tennessee Valley Authority (TVA) service area of Tennessee, Alabama, Mississippi, Kentucky, Georgia, Virginia and North Carolina. Readership includes approximately 3,000 decision-makers in the electric utility industry -- including utility general managers, governing board members, key staff in engineering, accounting, communications, legal, operations and human resources, as well as members of the Tennessee Valley Congressional Delegations and the Tennessee Valley Authority. Complimentary subscriptions are provided to advertisers.

Annual Membership Directory: The annual TVPPA Membership Directory is an excellent resource for our members and others (including you) who need to communicate with utility officials. This multi-use medium is a constantly-used tool within the TVPPA membership, TVA and other entities. A complimentary copy of the directory is included with your advertising – an excellent marketing tool.

Customized Services: While we make every attempt to provide venues for advertisers, there is always something else that can be done! If you don't see what you are looking for and have an idea, please don't hesitate to let us know. We're interested in your suggestions be it custom inserts to dedicated mailings or other means.

TVPPA News

INSERTION ORDER

Pricing valid as of
01/01/2019

Please reserve space in these issues of TVPPA News:

- January-February _____ July-August _____
- March-April _____ September-October _____
- May-June _____ November-December _____

(Please indicate YEAR in blank provided. Issue frequency is for a 12-month period, not necessarily calendar year)

Space Rates:

Size	1 Issue	3 Issues	6 Issues
Full Page	<input type="checkbox"/> \$1040	<input type="checkbox"/> \$910	<input type="checkbox"/> \$780
2/3 Page	<input type="checkbox"/> \$770	<input type="checkbox"/> \$640	<input type="checkbox"/> \$600
1/2 Page	<input type="checkbox"/> \$610	<input type="checkbox"/> \$540	<input type="checkbox"/> \$470
1/3 Page	<input type="checkbox"/> \$470	<input type="checkbox"/> \$400	<input type="checkbox"/> \$380
1/4 Page	n/a	<input type="checkbox"/> \$330	<input type="checkbox"/> \$310
1/6 Page	n/a	<input type="checkbox"/> \$270	<input type="checkbox"/> \$250
Inside Front Cover*	n/a	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1160
Inside Back Cover*	n/a	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1160
Back Cover*	n/a	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1160

(*All color ads will be converted to four-color process. All spot colors provided in ads will similarly be converted to their equivalent four-color build.)

Billing Information:

Invoice Summary:

Per Issue Rate: \$ _____
 x No. Issues: _____ x _____
 Total Contract Amount: \$ _____

Purchase Order Number: _____

- Payment for Total Contract Amount is enclosed
 (Please make check payable to TVPPA News.)
- Please send invoice for each insertion order to the attention of: _____
- Call me, I would like to pay with a credit card

Authorization Signature:

The undersigned agrees to pay the Total Contract Amount for the advertising space described and agrees to be bound by the Terms and Conditions set forth shown to the right. All charges are due thirty (30) days from the date of the invoices rendered separately for each insertion. Amounts not paid within thirty (30) days shall accrue interest at the rate of one and one-half percent (1.5%) per month from the date of any unpaid invoice. The Terms and Conditions shown are a part of this contract and are binding on the parties hereto.

Signature: _____

Advertiser Name: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____
 E-mail: _____
 Representative: _____

Agency Name: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____
 E-mail: _____
 Representative: _____

*Agencies: Please note that all costs are net. They do not include agency fees.

Complimentary Subscriptions:

As a bonus for advertising in TVPPA News, you are authorized complimentary subscriptions to TVPPA News. Please provide names for the individuals to receive the magazine.

First Subscription: _____

Second Subscription: _____

Third Subscription: _____

Fourth Subscription: _____

Please call to determine how many subscriptions you are eligible for.

The person, company, or advertising agency placing advertising covered by this Agreement (hereafter called "Advertiser") and the Tennessee Valley Public Power Association ("TVPPA") hereby agree to be governed by the following terms and conditions:

1. **Indemnification.** Advertiser represents that it authorized to publish the entire contents and subject matter of the advertisements covered by this Agreement. In consideration of TVPPA's acceptance of the advertisements for publication, Advertiser shall indemnify, without limitations on such indemnity, TVPPA against loss or expense resulting from claims, actions, or proceedings based on the contents or subject matter of the advertisements, including without limitation, libel or copyright or trademark infringement. Advertiser shall reimburse TVPPA for any amount paid by TVPPA in settlement of claims or in satisfaction of judgments obtained by reason of the publication of the advertisements together with all expenses incurred in connection therewith, including, but not limited to, attorneys' fees and cost of litigation.

2. **Limitation of TVPPA Liability for Error or Omission.** TVPPA's liability to Advertiser on account of errors in or omissions of the advertisements shall in no event exceed the amount of TVPPA's regular charges for insertion of the advertisement which was omitted or in which the error occurred in any issue or issues of TVPPA NEWS in which the advertisement was or was to have been printed.

3. **Default.** In the event that Advertiser defaults in the payment of any amounts due TVPPA pursuant to this Agreement or in any other term of this Agreement, Advertiser agrees to pay a reasonable attorney's fee and all other costs incurred by TVPPA in the collection of the delinquent amount or the enforcement of performance.

4. **Liability of Advertising Agency.** In the event that the advertisements are placed by an advertising agency, the advertising agency hereby expressly consents to be jointly and severally liable for any and all amounts due TVPPA by the agency's client, and such advertising agency hereby expressly consents to pay a reasonable attorney's fee and all other costs incurred by TVPPA in the collection of any amounts due and owing TVPPA by the advertising agency's client. No advertising commission will be paid by TVPPA on accounts that are not paid within thirty (30) days following the date of TVPPA's invoice.

5. **Impossibility of Performance.** TVPPA shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert any advertisement because of any labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, or any act of God, or any other cause beyond the control of TVPPA. In such event, Advertiser shall have the option of having such advertisement inserted in a future issue of TVPPA NEWS upon the terms and conditions contained herein or of having no charge made by TVPPA for such advertisement not inserted. All contracts and contents of advertisements are subject to the publisher's approval. Publisher reserves the right to reject or cancel any advertisements, insertions order, specie reservation, or position commitment.

6. **Advertising Material: Type and Style.** If TVPPA is unable to set any advertisement in the type or style requested by Advertiser, TVPPA shall set the advertisement in such other type or style as in its opinion most nearly corresponds thereto and may publish the advertisement without first submitting a proof thereof to Advertiser.

Where advertising material furnished TVPPA occupies more space than specified in the insertion order, TVPPA shall immediately communicate with Advertiser for definite instructions. If TVPPA is unable to secure definite instructions from Advertiser, the advertising shall be scaled to fit similar to contracted space.

7. **Assignment and Delegation.** Neither party may assign any rights or delegate any duties hereunder without the express prior written consent of the other party, including, but not limited to the assignment or other transfer of the right to use any advertising space contracted for hereunder.

8. **Entire Agreement.** This writing contains the entire agreement of the parties. No agreements or other understandings modifying the terms and conditions of this Agreement shall be binding upon TVPPA unless made in writing and signed by both Advertiser and TVPPA and specifically stating that it is an amendment to this Agreement.

9. **Controlling Law.** The terms, conditions, and performance of this Agreement shall be governed and construed in accordance with the laws of the State of Tennessee.

2020 TVPPA Membership Directory Insertion Order

For TVPPA use only: _____

Ad location:

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Tab _____
- Other _____

Company Name: _____

Contact: _____ Telephone: _____

Address: _____ Fax: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Agency Name (if applicable): _____

Contact: _____ Telephone: _____

Address: _____ Fax: _____

City: _____ State: _____ Zip: _____

E-mail: _____



COLOR COVER EXAMPLE



COLOR TAB EXAMPLE



B&W PAGE EXAMPLE

Rates: Color Covers*: \$1020 Color Tabs*: \$880 B&W Page: \$600

SPECIAL: Reserve your space before Aug. 11, 2019 and receive an additional \$50 off the regular rate. Also, returning advertisers receive \$50 off their ad regardless. A total possible savings of **\$100 off the regular rate!** Advertising agencies please note that rates shown are net amounts. TVPPA does not include any agency commission. ****Inside front, inside back, back cover and tab space is limited. If interested, please call immediately for availability. A B&W location will be offered if color locations are not available.***

- Billing:**
- Payment Enclosed.
 - Bill me after publication. My purchase order number is: _____.
 - Please call me so I can pay by credit card.

Deadline: The final date for reserving advertising space is November 10, 2019. The directory will be published in January 2020 at which time you will receive ONE complimentary copy of the directory with your invoice.

Please complete and return Insertion Order as soon as possible to TVPPA, PO Box 6189, Chattanooga, TN 37401-6189 or email to hgautreaux@tvppa.com. For more information, please call Haley Gautreaux at 423.756.6511.

New Advertisement. Covers (full bleed): 5.75"x8.5" and Tabs (full bleed): 5.5"x8.5" (allow 3/8" on binding side). B&W Text Pages: 4.375"x7.375". *Please send no later than Nov. 10, 2019.

- E-mail file (please send to HGautreaux@tvppa.com)
- File format: InDesign PDF EPS TIFF JPEG Other: _____

*Preferred format is high-resolution CMYK or B&W PDF.

Pick Up advertisement/copy from the 2019 TVPPA Membership Directory.

I WANT MORE!
Please include _____ additional copies of the directory. I understand I will be invoiced an additional \$60 each (\$30 for members). I'll still receive ONE complimentary with my advertising.

TERMS AND CONDITIONS

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1. **Indemnification.** Advertiser represents that it authorized to publish the entire contents and subject matter of the advertisements covered by this Agreement. In consideration of TVPPA's acceptance of the advertisements for publication, Advertiser shall indemnify, without limitations and such indemnity, TVPPA against loss or exposure resulting from claims, actions, or proceedings based on the contents or subject matter of the advertisements, including without limitation, libel or copyright or trademark infringement. Advertiser shall reimburse TVPPA for any amount paid by TVPPA in settlement claims or in satisfaction of judgements obtained by reason of the publication of the advertisements together with all expenses incurred in connection therewith, not limited to, attorney's fees and cost of litigation.
2. **Limitation of TVPPA Liability for Error or Omission.** TVPPA's liability to Advertiser on account of errors in or omissions of the advertisements shall in no event exceed the amount of TVPPA's regular charges for insertion of the advertisement which was omitted or in which the error occurred in any edition of the TVPPA Membership Directory in which the advertisement was or was to have been placed.
3. **Default.** In the event that Advertiser defaults in the payment of any amounts due TVPPA pursuant to this Agreement or in any other term of this Agreement, Advertiser agrees to pay attorney's fees and all other costs incurred by TVPPA in the collection of the delinquent amount or the enforcement of performance.
4. **Liability of Advertising Agency.** In the event that the advertisements are placed by an advertising agency, the advertising agency hereby expressly consents to be jointly and severally liable for any and all amounts due TVPPA by the agency's client, and such advertising agency hereby expressly consents to pay a reasonable attorney's fee and all other costs incurred by TVPPA in the collection of any amounts due and owing TVPPA by the advertising agency's client. No advertising commission

will be paid by TVPPA on accounts that are not paid within thirty (30) days following the date of TVPPA's invoice.

5. **Impossibility of Performance.** TVPPA shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert any advertisement because of any labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm or any act of God, or any other cause beyond the control of TVPPA. In such an event, Advertiser shall have the option of having such advertisement inserted in a future issue of the directory upon the terms and conditions contained herein or of no charge made by TVPPA for such advertisement not inserted.
6. **Advertising Material: Type and Style.** If TVPPA is unable to set any advertisement in the type or style requested by Advertiser, TVPPA shall set the advertisement in such other type or style as in its opinion most clearly corresponds thereto and my publish the advertisement without first submitting a proof thereof to Advertiser. Where advertising material furnished TVPPA occupies more space than specified, TVPPA shall immediately communicate with Advertiser for definite instructions. If TVPPA is unable to secure definite instructions from Advertiser, the advertising may be omitted or adjusted to best fit.
7. **Assignment and Delegation.** Neither party may assign any rights or delegate any duties hereunder without the express prior written consent of the other party, including, but not limited to, the assignment or other transfer of the right to use any advertising space contracted for hereunder.
8. **Entire Agreement.** This writing contains the entire agreement of the parties. No agreements or other understandings modifying the terms and conditions of this Agreement shall be binding upon TVPPA unless made in writing and signed by both Advertiser and TVPPA and specifically stating that it is an amendment to this agreement.
9. **Controlling Law.** The terms and conditions, and performance of this Agreement shall be governed and construed in accordance with the laws of the State of Tennessee.

Plan to sponsor a 2019 **TVPPA** conference

TVPPA conferences provide you additional opportunities to reach those decision makers within the 154 electric utilities that make up the TVPPA regular members as well as a number of Affiliate-member utilities, too! Each of our conferences provides specific function area experts that you can network with. Multiple sponsor opportunities exist to including the availability of exhibiting. Spaces are limited at each conference so contact us now if you are interested.

**PUT A TVPPA CONFERENCE ON YOUR 2019 CALENDAR.
THEN WATCH WHAT HAPPENS.**

APRIL 10-12

**UTILITY PURCHASING & MATERIALS
MANAGEMENT CONFERENCE**

The Westin • Chattanooga, TN

MAY 20-22

ANNUAL CONFERENCE

Omni Grove Park Inn • Asheville, NC

AUGUST 14-16

ENGINEERING & OPERATIONS CONFERENCE

Marriott Downtown & Convention Center • Chattanooga, TN

SEPTEMBER 25-26

UTILITY SAFETY & SECURITY CONFERENCE

The Crown Plaza • Knoxville, TN

OCTOBER 23-25

ACCOUNTING & FINANCE CONFERENCE

Marriott Cool Springs • Franklin, TN

NOVEMBER 6-8

CUSTOMER SERVICE & COMMUNICATIONS CONFERENCE

Marriott Cool Springs • Franklin, TN

NOVEMBER 6-8

HUMAN RESOURCE MANAGEMENT CONFERENCE

Marriott Cool Springs • Franklin, TN

TVPPA
www.tvppa.com

Interested in purchasing your own copies of the Directory?

If you would like copies of this handy information tool – the TVPPA Membership Directory – complete the order form below and send it to TVPPA along with payment. Your copies will be shipped immediately following the receipt of your order and payment.

Hurry - supplies are limited!

Please send me _____ copies of the 2019 TVPPA Membership Directory for \$60 each. (Members: \$30)

Enclosed is a check for \$_____. (You may also order using a credit card by calling 423.756.6511.)

Name: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Send your order to:
 TVPPA Membership Directory Sales Attn:
 Admin Services
 PO Box 6189
 Chattanooga, TN 37401-6189

SKIP THIS FORM
 Visit www.tvppa.com, click
 "Membership Directory" from
 the menu to order online!

Magazine Ad Sizes

	<u>Width</u>	<u>Height</u>
Full (bleed)	8.75"	11.25"
Full (no bleed)	7.5"	10"
2/3	4.875"	9.5"
1/2 H	7.5"	4.625"
1/2 V	3.625"	9.5"
1/2 I	4.875"	7"
1/3 H	4.875"	4.625"
1/3 V	2.375"	9.5"
1/4 V	3.625"	4.625"
1/6 H	3.625"	3"
1/6 V	2.375"	4.625"

