

AND ANNUAL MEMBERSHIP DIRECTORY

A Publication of the Tennessee Valley Public Power Association

WHO ARE WE?

TVPPA is the nonprofit, regional service organization that represents the interests of consumer-owned electric utilities operating within the Tennessee Valley Authority (TVA) service area. TVPPA members include both municipal and electric cooperatives, and they serve more than 9 million people in Alabama, Georgia, Tennessee, Mississippi, Kentucky, North Carolina and Virginia.

WHY TVPPA?

- TVPPA member utilities delivered **\$9.8 billion in wholesale power** to end-use consumers in 2020.
- Readers include **3,000 decision-makers** in the electric utility industry across **7 states**.
- *TVPPA Magazine* reaches **153 municipal and cooperative electric utilities**.

Source: Stacy Payne, TVA

ABOUT THE PUBLICATIONS



TVPPA Magazine and the annual *Membership Directory* are the official publications of the Tennessee Valley Public Power Association.

These professionally designed publications are a critical component of TVPPA's communications program and feature relevant editorial for people directly involved in Tennessee's municipal and electrical cooperatives.

When our readers are ready to contract services and products for their programs and facilities, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *TVPPA Magazine* and annual *Membership Directory*.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
2/14/2022	April 2022
6/6/2022	July 2022
8/30/2022	October 2022
10/3/2022	December 2022
Directory	
12/26/2022	March 2023

NET ADVERTISING RATES FOR MEMBERS: MAGAZINE & DIRECTORY

Size	1x	4x	5x	Directory
Premium Position Covers*	\$1,200	\$1,140	\$1,080	\$1,200
Full Page Tab*	N/A	N/A	N/A	\$1,050
Full Page	\$1,000	\$950	\$900	\$1,000
1/2 Page	\$550	\$520	\$495	\$550
1/4 Page	\$400	\$380	\$360	\$400
Digital Media				
Standard View Skyscraper	\$400	N/A	N/A	\$500
Standard View Landing Page	\$400	N/A	N/A	\$500
Digitally Responsive Publication	\$400	N/A	N/A	N/A

*Covers include: inside front cover, inside back cover, page 3 and outside back cover.

All rates are for full-color advertisements.

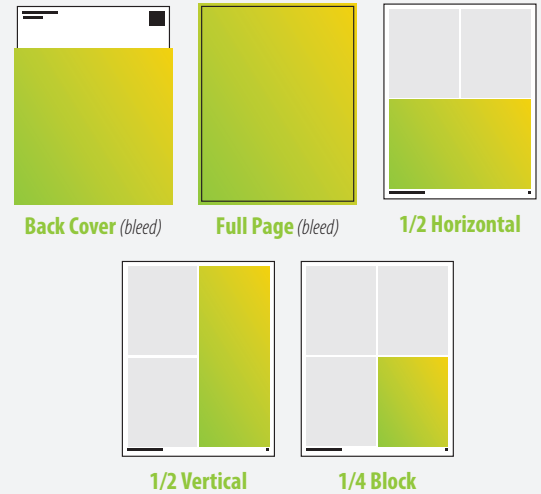
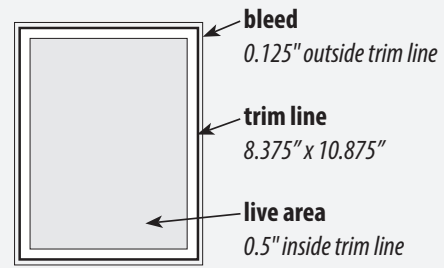
*Tabs available in Membership Directory only

SPECIFICATIONS

Page Size	Magazine 8.375" x 10.875" (trim)	Directory 5.75" x 8.5"
Back Cover	8.375" x 8.875"	5.75" x 8.5"
Full Page	8.375" x 10.875"	5.75" x 8.5"
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	N/A
1/4 Page Block	3.875" x 4.937"	2.375" x 3.625"
Digital Media		
Standard View Skyscraper	160p x 600p	160p x 600p
Standard View Landing Page	603p x 783p	432p x 630p
Digitally Responsive Publication	502p x 498p	N/A

*Full-page ads are intended to bleed off the page; please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.5" from the page edge.

**Digitally Responsive Publication ad is not available in the Membership Directory



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing
- American Express, MasterCard or Visa accepted



Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels for the magazine, 432 pixels x 630 pixels for the directory

E-SKYSCRAPER:

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS



TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DESKTOP VERSION



MOBILE VERSION



DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

