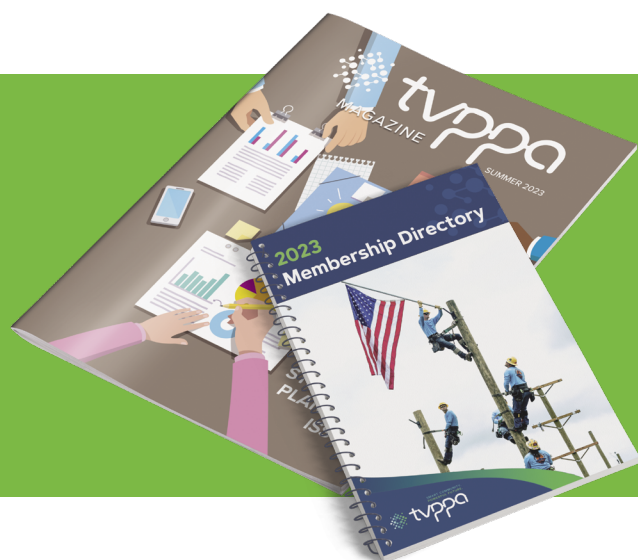




The Official Publications of Tennessee Valley Public Power Association



## WHO WE ARE

TVPPA represents the interests of consumer-owned electric utilities operating within the Tennessee Valley Authority (TVA) service area. *TVPPA Magazine* and the association's *Membership Directory* are critical components of the TVPPA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

- ➔ TVPPA member utilities delivered **\$10.5 billion in wholesale power** to end-use consumers in 2022.
- ➔ Readers include **3,000 decision-makers** in the electric utility industry across 7 states.
- ➔ *TVPPA Magazine* reaches **153 municipal and cooperative** electric utilities in the Tennessee Valley region.

Source: Stacy Payne, TVA

## NET ADVERTISING RATES

Print Edition Advertising	1x	4x	5x	Directory
Premium Positions*	\$1,260	\$1,200	\$1,130	\$1,260
Full Page Tab**	N/A	N/A	N/A	\$1,100
Full Page	\$1,050	\$1,000	\$945	\$1,050
1/2 Page	\$575	\$545	\$520	\$575
1/4 Page	\$420	\$400	\$375	\$420
Digital Edition Advertising	1x			
Tile + Interstitial Digital Package	\$1,035			
Tile + Landing Page Digital Package	\$1,035			
Tile + Interstitial Print Package*	\$865			
Tile + Landing Page Print Package*	\$865			
Tile à la Carte	\$575			

[CLICK HERE FOR AD EXAMPLES](#)

\*Premium Positions 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. Eight tabs are available: Districts, Regular Members (A-F), Regular Members (G-M), Regular Members (N-Z), Affiliates/Associates, Committees, Congressional and Quick Reference.

\*\*\*Digital Edition Advertising available in magazine only.



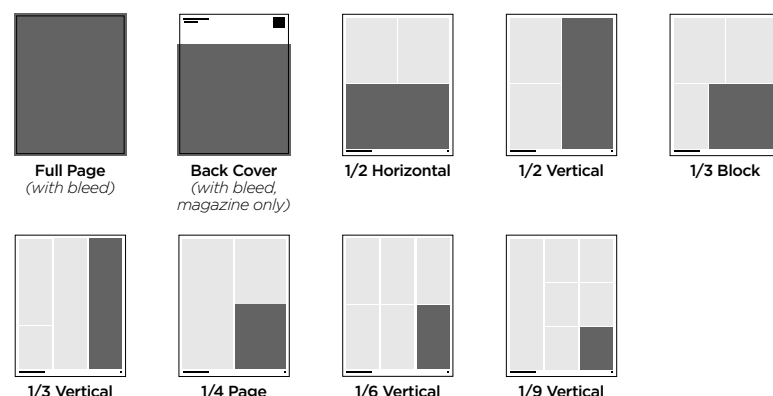
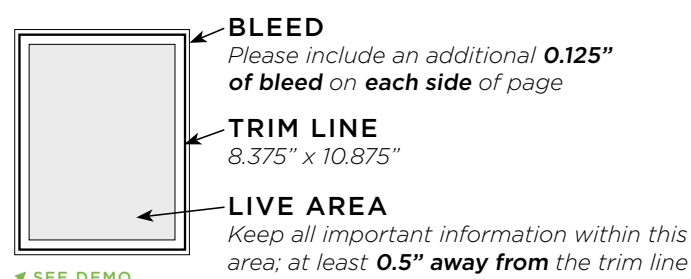
## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 75 Issue 1	2/12/24	April 2024
Volume 75 Issue 2	6/10/24	August 2024
Volume 75 Issue 3	8/27/24	October 2024
Volume 75 Issue 4	10/21/24	December 2024
2025 Directory	11/22/24	March 2025

## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
Inside Front Cover*	8.375" x 10.875" + 0.125" bleeds	6.25" x 8.5" + 0.125" bleeds
Inside Back Cover*	8.375" x 10.875" + 0.125" bleeds	6.25" x 8.5" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds	6.25" x 8.5" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/4 Page	3.875" x 4.937"	2.375" x 3.625"
Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels	N/A

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com) or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.