



SMART COMMUNITY.
POWERFUL FUTURE.



tvppa

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 **\$11.6 billion in wholesale power** to end-use consumers in 2023.
- 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*	\$1,285	\$1,225	\$1,180	\$1,350
Full Page Tab**	N/A	N/A	N/A	\$1,175
Full Page	\$1,070	\$1,020	\$980	\$1,125
1/2 Page	\$585	\$555	\$535	\$615
1/4 Page	\$430	\$410	\$395	\$450
Digital Edition Advertising***	1x	4x	5x	Directory
Tile + Interstitial Digital Package	\$1,035	N/A	N/A	N/A
Tile + Landing Page Digital Package	\$1,035	N/A	N/A	N/A
Tile + Interstitial Print Package****	\$865	N/A	N/A	N/A
Tile + Landing Page Print Package****	\$865	N/A	N/A	N/A
Tile à la Carte	\$575	N/A	N/A	N/A

[CLICK HERE FOR AD EXAMPLES](#)

All rates are for full-color advertisements.

*Premium Positions include: inside front cover, inside back cover, page 3 and back cover.

**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.

****Digital + print packages available with 1/2 page or larger.



EDITORIAL CALENDAR

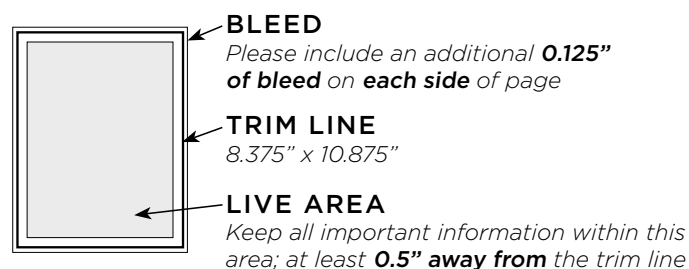
Issue Number	Artwork Due	Delivered to Members
Volume 76 Issue 1	2/10/25	April 2025
Volume 76 Issue 2	6/9/25	August 2025
Volume 76 Issue 3	8/26/25	October 2025
Volume 76 Issue 4	10/20/25	December 2025
2026 Directory	11/17/25	March 2026

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

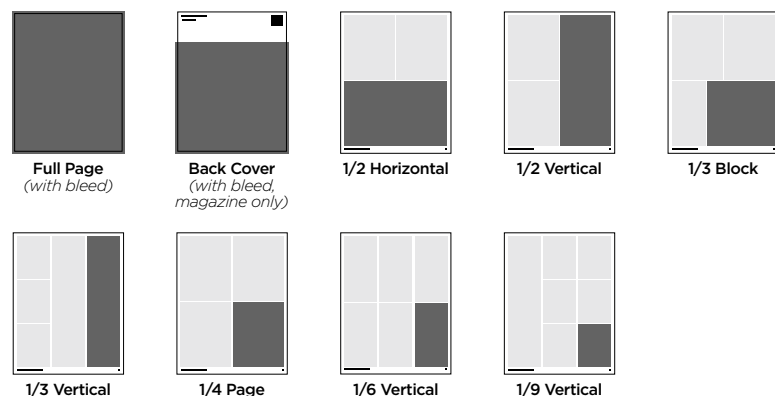
Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
Inside Front Cover*	8.375" x 10.875"+ 0.125" bleeds	6.25" x 8.5"+ 0.125" bleeds
Inside Back Cover*	8.375" x 10.875"+ 0.125" bleeds	6.25" x 8.5"+ 0.125" bleeds
Back Cover*	8.375" 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 SEE EXAMPLE	603 x 783 pixels	432 x 630 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels	432 x 630 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels	N/A

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



[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 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, 100 MB 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.