

TEXAS PUBLIC



EMPLOYEE

The official publication of the
Texas Public Employees Association



Advertising Rate Card

Effective: July 1, 2006



The *Texas Public Employee* has been published since 1946 as the official magazine of the Texas Public Employees Association. It is a 24 page, full color publication, distributed to over 16,000 state employees throughout various agencies, to include agency directors and department heads statewide, as well as all members of the Texas House and Senate. It is a credible and relied upon source of information that is now available to help you get your message out to this elite group of readers.

The *Texas Public Employee* is published three times a year by the Texas Public Employees Association, 512 E. 11th Street, Suite 100, Austin, TX 78701. Direct advertising inquiries to: Advertising Manager; 512/476-2691 or 888/367-8732; FAX 512-476-1338; email: mail@tpea.org.

Advertising Rates



Outside Back Cover



Inside Front Cover



Inside Back Cover



Full Page



Half Page Horizontal



Half Page Vertical

Four Color

Dimensions (width by depth)

1x

2x

3x

Outside Back Cover	8½" wide x 8" tall (⅛" bleed top and sides)	\$1,500	\$1,400	\$1,300
Inside Front Cover	8½" x 11" (⅛" bleed four sides)	\$1,100	\$1,000	\$900
Inside Back Cover	8½" x 11" (⅛" bleed four sides)	\$1,100	\$1,000	\$900
Full Page	8½" x 11" (⅛" bleed four sides)	\$800	\$700	\$600
Half Page Horizontal	7½" wide x 4.875" tall	\$500	\$400	\$300
Half Page Vertical	3 ⅞" wide x 10" tall	\$500	\$400	\$300

Full page ad artwork to be built 8¾" wide x 11¼" tall, trimmed to 8½" x 11".

Rates are per issue. Ads may also appear in an online version of the publication.





Production Schedule

Magazine Issue

Spring Issue
Conference/Summer Issue
Fall Issue

Ad Space Deadline

December 15th
May 1st
August 15th

Ad Materials Deadline

January 1st
May 15th
September 1st

Ad Specifications

- 1. Format:** Press-ready pdf, fonts embedded preferred. All other artwork must be provided in the following MACINTOSH software formats: QuarkXpress, Illustrator, or Photoshop. No other formats will be accepted.
- 2. Images:** CMYK Tiff, EPS or PDF files with 300 dpi resolution or better. PDF files must be press optimized with embedded fonts.
- 3. Fonts:** All fonts (screen and printer) must be provided in a separate folder from artwork. No true type fonts accepted. EPS files with embedded fonts will not be accepted; please convert all text to curves.
- 4. Proofs:** All files should be accompanied by a color proof that is mailed to the TPEA offices.

Terms

- All insertion orders are accepted by the Publisher upon the representation by the agency and advertiser that they are each authorized to publish the entire contents. Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this agreement and shall indemnify and hold the Publisher harmless against any demands, claims or liability.
- The term "advertising agency" or "agency" as used in the Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process prompt payment.
- The Texas Public Employee shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God or any other circumstances beyond the reasonable control of the Publisher. Further, the Texas Public Employee shall not be liable for damages if for any reason there is a failure to publish any advertisements.
- The advertiser and the advertising agency assume liability for payment of charges for materials published in the Texas Public Employee at their discretion or on their behalf. Bills or invoices may be sent at the Publisher's option to the advertiser and/or the agency. Notice of any demand for collection, or other legal notice, to either the advertiser or the agency shall serve as notice to the other. Publisher shall present a bill to the advertiser detailing the charges for advertisements inserted during the preceding month within fifteen days after receipt of such bill or on or before the first day of each month.
- Any and all taxes, whether federal, state or local, that may be imposed on any advertising published pursuant to this agreement shall be paid by the advertiser and that amount shall be billed to the advertiser in addition to the amount otherwise payable.
- The Publisher reserves the right to increase the rates contained in the Rate Card from time to time in its sole discretion based on an increase in its rate schedule. In the event of such an increase in rates, the advertiser shall have the option of canceling the remainder of this agreement as of the date the new rates become effective or to continue at the new rates.
- If the advertiser does not utilize the amount of space set forth in the order, advertiser shall pay to Publisher the difference if any between the charges for which advertiser has been billed based on the agreed amount of space and frequency of publication and the charges based on the higher rate that becomes applicable by reason either of the reduction in space or the number of insertions. This additional amount shall be due and payable immediately on termination of this agreement.
- Publisher may stop inserting advertiser's advertisements if the payment of any bill is not made when due or if the advertiser makes an assignment for benefit of creditors or if a petition in bankruptcy is filed by or against the advertiser or if the advertiser goes out of business or announces an intention of doing so.
- Advertiser shall be responsible for submission of all advertising and copy to the Publisher on or before the ad materials deadline stated above. Advertising submitted or ordered in accordance with the foregoing cannot be canceled after the closing date.
- When no acceptable copy is furnished by the closing date, the Texas Public Employee reserves the right to repeat the latest advertisement and/or to charge at otherwise applicable rates for reserved space.
- All cancellations must be received in writing prior to the ad space deadline stated above.
- The Texas Public Employee is published for public information; the advertiser or its agent must include its copyright notice in its advertisements if it seeks copyright protection.
- Publisher may reject any advertising, at any time, for any reason.
- Advertisers will be presumed to have read these terms and agreed to their conditions without any further contact or notice.

Advertising Order/Contract

Company Name: _____

Contact: _____

Address: _____

City, State, and Zip: _____

Telephone Number: _____ Email: _____

Please check all that apply.

Placement/Size of Advertisement:	Frequency	Cost per Issue	Total Cost
_____ Outside Back Cover	_____ 1x _____ 2x _____ 3x	\$ _____	\$ _____
_____ Inside Front Cover	_____ 1x _____ 2x _____ 3x	\$ _____	\$ _____
_____ Inside Back Cover	_____ 1x _____ 2x _____ 3x	\$ _____	\$ _____
_____ Full page	_____ 1x _____ 2x _____ 3x	\$ _____	\$ _____
_____ Half page			
_____ Vertical	_____ 1x _____ 2x _____ 3x	\$ _____	\$ _____
_____ Horizontal	_____ 1x _____ 2x _____ 3x	\$ _____	\$ _____

Payment Method:

_____ Check _____ Visa _____ MasterCard

Card Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

I agree to terms stated in the *Texas Public Employee Rate Card*.

Signature: _____

Mail completed contract and payment to the Texas Public Employees Association, 512 E. 11th Street, Suite 100, Austin, Texas 78701, 512-476-2691. If paying by credit card, fax the completed contract to 512-476-1338. Please keep Rate Card as reference for Ad Material Deadlines.