2027 MEDIA KIT

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 **$12.7 billion in wholesale power** to end-use consumers in 2025.
- 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: TVA*

## NET ADVERTISING RATES

| Print Edition Advertising | 1x | 4x | 5x | Directory |
|---|---|---|---|---|
| Premium Positions* | $1,335 | $1,275 | $1,230 | $1,405 |
| Full Page Tab** | N/A | N/A | N/A | $1,225 |
| Full Page | $1,110 | $1,060 | $1,020 | $1,175 |
| 1/2 Page | $605 | $575 | $555 | $640 |
| 1/4 Page | $450 | $430 | $415 | $470 |
| **Digital Edition Advertising*** ** | **1x** | **4x** | **5x** | **Directory** |
| Tile + Interstitial Digital Package | $1,100 | N/A | N/A | N/A |
| Tile + Landing Page Digital Package | $1,100 | N/A | N/A | N/A |
| Tile + Interstitial Print Package**** | $925 | N/A | N/A | N/A |
| Tile + Landing Page Print Package**** | $925 | N/A | N/A | N/A |
| Tile à la Carte | $625 | 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

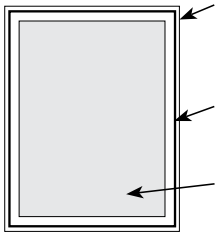
| Issue Number | Artwork Due | Delivered to Members |
|---|---|---|
| Volume 78 Issue 1 | 2/1/27 | April 2027 |
| Volume 78 Issue 2 | 6/31/27 | August 2027 |
| Volume 78 Issue 3 | 8/17/27 | October 2027 |
| Volume 78 Issue 4 | 10/11/27 | December 2027 |
| 2028 Directory | 11/8/27 | March 2028 |

# 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

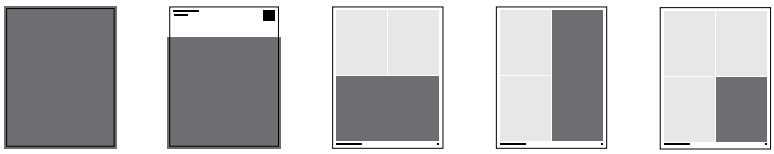


**BLEED**
*Please include an additional **0.125" of bleed** on **each side** of page*

**TRIM LINE**
*8.375" x 10.875"*

**LIVE AREA**
*Keep all important information within this area; at least **0.5" away from** the trim line*

SEE DEMO



**Full Page** *(with bleed)*

**Back Cover** *(with bleed, magazine only)*

**1/2 Horizontal**

**1/2 Vertical**

**1/4 Page**

# 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:** 300 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.
- To make a payment online, go to our website and select "Pay Invoice."

INNOVATIVE PUBLISHING

To advertise, please contact your sales representative or:
844.423.7272 | advertise@innovativepublishing.com
www.innovativepublishing.com