

The  Current

Media Guide



Circulation

The Current, produced by the marketing department at Cotton Electric, has been proudly **serving members since 1957.**



1 Tillman

3 Comanche

5 Cotton

2 Grady

4 Stephens

6 Jefferson

Read the latest issue..



Current Impact

The Current is delivered monthly to more than 15,500 households and businesses.

The award-winning, full-size broadsheet newspaper highlights local communities and businesses and provides members information regarding their cooperative. The paper also includes energy savings tips, fun recipes and more.

Give us a call..

Zach Young, CCC

Director of Marketing & Communications

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AD RATES

Popular Sizes

1/4 Page (3 columns x 10.5")

Actual dimensions: 4.9167" wide x 10.5" tall

Black and White - \$255.15

Color - \$311.85

3 columns x 5"

Actual dimensions: 4.9167" wide x 5" tall

Black and White - \$135.00

Color - \$165.00

2 columns x 3"

Actual dimensions: 3.2153 wide x 3" tall

Black and White - \$54

Color - \$66

2 columns x 2"

Actual dimensions: 3.2153 wide x 2" tall

Black and White - \$36

Color - \$44

A size to fit every budget

Column Width	Height of Ad	B&W \$9.00	Color \$11.00
1	X 1	\$ 9.00	\$ 11.00
1	X 2	\$ 18.00	\$ 22.00
1	X 3	\$ 27.00	\$ 33.00
1	X 4	\$ 36.00	\$ 44.00
1	X 5	\$ 45.00	\$ 55.00
1	X 6	\$ 54.00	\$ 66.00
1	X 7	\$ 63.00	\$ 77.00
1	X 8	\$ 72.00	\$ 88.00
1	X 9	\$ 81.00	\$ 99.00
1	X 10	\$ 90.00	\$ 110.00
2	X 1	\$ 18.00	\$ 22.00
2	X 2	\$ 36.00	\$ 44.00
2	X 3	\$ 54.00	\$ 66.00
2	X 4	\$ 72.00	\$ 88.00
2	X 5	\$ 90.00	\$ 110.00
2	X 6	\$ 108.00	\$ 132.00
2	X 7	\$ 126.00	\$ 154.00
2	X 8	\$ 144.00	\$ 176.00
2	X 9	\$ 162.00	\$ 198.00
2	X 10	\$ 180.00	\$ 220.00
3	X 1	\$ 27.00	\$ 33.00
3	X 2	\$ 54.00	\$ 66.00
3	X 3	\$ 81.00	\$ 99.00
3	X 4	\$ 108.00	\$ 132.00
3	X 5	\$ 135.00	\$ 165.00
3	X 6	\$ 162.00	\$ 198.00
3	X 7	\$ 189.00	\$ 231.00
3	X 8	\$ 216.00	\$ 264.00
3	X 9	\$ 243.00	\$ 297.00
3	X 10	\$ 270.00	\$ 330.00

Column Width	Height of Ad	B&W \$9.00	Color \$11.00
4	X 1	\$ 36.00	\$ 44.00
4	X 2	\$ 72.00	\$ 88.00
4	X 3	\$ 108.00	\$ 132.00
4	X 4	\$ 144.00	\$ 176.00
4	X 5	\$ 180.00	\$ 220.00
4	X 6	\$ 216.00	\$ 264.00
4	X 7	\$ 252.00	\$ 308.00
4	X 8	\$ 288.00	\$ 352.00
4	X 9	\$ 324.00	\$ 396.00
4	X 10	\$ 360.00	\$ 440.00
5	X 1	\$ 45.00	\$ 55.00
5	X 2	\$ 90.00	\$ 110.00
5	X 3	\$ 135.00	\$ 165.00
5	X 4	\$ 180.00	\$ 220.00
5	X 5	\$ 225.00	\$ 275.00
5	X 6	\$ 270.00	\$ 330.00
5	X 7	\$ 315.00	\$ 385.00
5	X 8	\$ 360.00	\$ 440.00
5	X 9	\$ 405.00	\$ 495.00
5	X 10	\$ 450.00	\$ 550.00
6	X 1	\$ 54.00	\$ 66.00
6	X 2	\$ 108.00	\$ 132.00
6	X 3	\$ 162.00	\$ 198.00
6	X 4	\$ 216.00	\$ 264.00
6	X 5	\$ 270.00	\$ 330.00
6	X 6	\$ 324.00	\$ 396.00
6	X 7	\$ 378.00	\$ 462.00
6	X 8	\$ 432.00	\$ 528.00
6	X 9	\$ 486.00	\$ 594.00
6	X 10	\$ 540.00	\$ 660.00

Ad Size	B&W	Color
1/4 Page	3 X 10.5	\$ 255.15 \$ 311.85
Half Page	6 X 10.5	\$ 481.95 \$ 589.05
Half Page	3 X 21	\$ 481.95 \$ 589.05
Full Page	6 X 21	\$ 907.20 \$ 1,108.80
Insert	\$1,000	

Column Width	Actual
1	1.5278"
2	3.2153"
3	4.9167"
4	6.6111"
5	8.2986"
6	10"

Ad sizes can range from 1x1" to 6x21"

A 15% discount will be applied for any advertiser who commits to 12 months or longer.

Publication Dates

January

Ad Sales Deadline Jan. 2
Classified Deadline Jan. 2
Publish Date Jan. 16

February

Ad Sales Deadline Jan. 30
Classified Deadline Jan. 30
Publish Date Feb. 13

March

Ad Sales Deadline Feb. 27
Classified Deadline Feb. 27
Publish Date Mar. 13

April

Ad Sales Deadline Mar. 27
Classified Deadline Mar. 27
Publish Date Apr. 10

May

Ad Sales Deadline Apr. 24
Classified Deadline Apr. 24
Publish Date May 8

June

Ad Sales Deadline May 29
Classified Deadline May 29
Publish Date June 12

July

Ad Sales Deadline July 3
Classified Deadline July 3
Publish Date July 17

August

Ad Sales Deadline July 31
Classified Deadline July 31
Publish Date Aug. 14

September

Ad Sales Deadline Aug. 28
Classified Deadline Aug. 28
Publish Date Sept. 11

October

Ad Sales Deadline Oct. 2
Classified Deadline Oct. 2
Publish Date Oct. 16

November

Ad Sales Deadline Oct. 30
Classified Deadline Oct. 30
Publish Date Nov. 13

December

Ad Sales Deadline Dec. 4
Classified Deadline Dec. 4
Publish Date Dec. 18

Popular Topics

Energy Efficiency
Co-op Life
Classifieds
Recipes

Not sure what to say or how to say it? We can help!

Our team can design the perfect ad to get your message to our members. Give us a call at (580) 875-4277, and we will get to work for you.



Advertising Policies

Overview

When ad is approved by advertiser or authorized agent, The Current is relieved of all responsibility in price and copy. The Current limits responsibility for omission of ads, errors, misprints or other mistakes that may appear in advertisements to the cost of the ad.

The Current reserves the right to reject any advertisement or advertiser. The Current may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of decency and dignity.

In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale of real estate and political advertising.

Ads that include elements usually associated with The Current editorial matter will not be accepted (for example, but not limited to: same style headlines, bylines, news-style column arrangements or typography). Additionally, The Current reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

Payment

Orders from new advertisers, agencies, or an existing advertiser with a history of late payments are to be prepaid until credit has been established. When ad payment or ad copy is received after the advertising deadline, ad may be placed in the next issue.

Pre-payment is required for all political advertisements and for "Going Out of Business" advertisements. Pre-payment must be made on or before the ad sales deadline.

Invoices and tear sheets will be mailed out within three days of publication. Payment may be made by PayPal, check, cash or money order. All advertising bills are due and payable in full within 30 days following the date of publication. Accounts 60 days in arrears may be refused further advertising until the past-due amount is paid in full.

Advertising Rates

Included in our reasonable rates is personal attention to your advertising needs, including advice and consultation about your advertising program. Advertising layout service provided to advertisers at no charge. Clip art services, including cuts and illustrations, are available for ads at no charge to advertiser.

The Current reserves the right to revise rates at any time on at least 30 days' notice. Ad rates effective September 2008:

Black and white ads: \$9 per column inch
Color ads: \$11 per column inch

Pre-print insertion rate: \$1000 for up to 6-page broadsheet or 12-page tab. Contact our advertising representative for pricing on larger inserts. Frequency rate: We offer rate discounts for certain advertisers signing a one-year commitment or for those paying for a year's insertion in advance. Contact our advertising representative for details.

Political Advertising

The Current will only run political ads of a general information nature. Candidate ads must focus on that person and not mention the opponent. Issue ads must focus on supporting the advertiser's opinion only. We will not run ads containing attacks on an opponent or an opposing point of view.

Any statements made within an ad must be factual and documentation must be available that contains information that allows us to verify the information as fact. Even if a statement is true, The Current has the right to refuse any portion of any ad.

Any and all ads, including classified ads, that contain political content must have the political advertising disclaimer. The disclaimer must state the name of the individual or group, mailing address, and candidate or committee that is paying for the ad.

Political ads, including classified ads, will be charged the standard advertising rate without discount of any kind. Political ads do not qualify for the two free classified ads offered to cooperative members. All political advertisements must be paid for in advance on or before the ad sales deadline. Political ads cannot be invoiced on account.