2022 TEXPERS Publication Advertising Rate Sheet

2022 TEXPERS Pension Observer

Ad Space	4X Rate (best value)	Vol. 1 (Feb-April)	Vol. 2 (May-July)	Vol. 3 (Aug. Oct.)	Vol 4 (Nov. Jan.)
Exterior Back* (1/2 page)	$3,800	$1,300	$1,300	$1,300	$1,300
Interior Back*	$3,500	$1,100	$1,100	$1,100	$1,100
Interior Front*	$3,200	$1,000	$1,000	$1,000	$1,000
Interior Full	$3,000	$900	$900	$900	$900
Interior Half	$1,700	$600	$600	$600	$600

*Preferred placements may sell out and not be available for single issues. Priority given to advertisers taking 4X placements.

TEXPERS Pensions Outlook & Investment Insights membership E-newsletters

Emailed electronic newsletters mailed to entire association membership. Newsletters feature curated and original content. Newsletters are digital:

- Outlook is published monthly, (12 editions)
- Investment Insights is published every other month, (6 editions)

The ad includes a live link to the company/firm page of the advertiser.

Ad consists of logo placement in the sponsorship area of each newsletter. $600

TEXPERS Special Topic Publication

Rate is for special 16-page, front to back cover, publication centered around industry topic of advertiser's choice. The publication is printed and mailed to entire system members only, roughly 300 print copies. Product is also made available digitally on the TEXPERS website and promoted on social media. Advertisers are to exclusively support niche publication with advertising and submitted educational content aimed at TEXPERS members or collaborate with others in industry contact firms to produce ads and content on industry topic(s).

TEXPERS to proof content to ensure publication meets educational standards. TEXPERS may layout or advertising firm may design publication as long as copy is approved by TEXPERS and printing and mailing is overseen by TEXPERS staff.

Cost for full 16-page special topic magazine: $5,000

Advertising Package Discounts

Any two publications: 10% Discount **Any three or more publications:** 20% Discount