

## 2016/2017 Advertising Rates & Prod. Deadlines



Four-Color	1x	3x	6x	12x	18x	24x
Full Page	\$7476	\$7102	\$6878	\$6654	\$6429	\$6206
2/3 Page	\$6174	\$5865	\$5681	\$5495	\$5310	\$5124
1/2 Page	\$4853	\$4615	\$4469	\$4323	\$4177	\$4032
1/3 Page	\$3492	\$3318	\$3213	\$3108	\$3003	\$2899
1/6 Page	\$1922	\$1826	\$1768	\$1710	\$1653	\$1595
Cover 2	\$8447	\$8025	\$7771	\$7518	\$7264	\$7011
Cover 3	\$8148	\$7741	\$7496	\$7252	\$7007	\$6763
Cover 4	\$8597	\$8167	\$7909	\$7651	\$7393	\$7136
Spread	\$14204	\$13494	\$13068	\$12642	\$12215	\$11789
IFC Spread	\$15127	\$14371	\$13917	\$13460	\$13009	\$12555
IBC Spread	\$14843	\$14101	\$13656	\$13201	\$12765	\$12320

**NOTE:** All rates are 4-color. Special placement requests will be accommodated if possible and will result in a 10% surcharge. Co-op advertisements do not qualify for special placement.

**AD CREATIVE:** Back cover and inside cover spread ad design and creative must be approved by *Texas Highways* creative director.

**COMMISSION:** 15% to recognized agencies providing print-ready materials.

**DISCOUNT PLANS:** A number of discount plans are available for those looking to advertise in the range of *Texas Highways* branded media. Please consult your AJR sales representative for details.

**PAYMENT:** Payment with order or net 30 from invoice date.

**SPACE DEADLINE:** 27th of the third month preceding issue date.

**MATERIALS DEADLINE:** Seven days after space closing. When material or space closing dates fall on a Saturday, Sunday, or a holiday, space or materials are due the preceding workday.

Issues	Space Deadline	Materials Deadline
<b>August 2016</b>	May 27, 2016	June 3, 2016
<b>September 2016</b>	June 27, 2016	July 1, 2016
<b>October 2016</b>	July 27, 2016	August 3, 2016
<b>November 2016</b>	August 26, 2016	September 2, 2016
<b>December 2016</b>	September 27, 2016	October 4, 2016
<b>January 2017</b>	October 27, 2016	November 3, 2016
<b>February 2017</b>	November 23, 2016	November 30, 2016
<b>March 2017</b>	December 27, 2016	January 3, 2017
<b>April 2017</b>	January 27, 2017	February 3, 2017
<b>May 2017</b>	February 24, 2017	March 3, 2017
<b>June 2017</b>	March 27, 2017	April 3, 2017
<b>July 2017</b>	April 27, 2017	May 4, 2017
<b>August 2017</b>	May 26, 2017	June 2, 2017
<b>September 2017</b>	June 27, 2017	July 3, 2017
<b>October 2017</b>	July 27, 2017	August 3, 2017
<b>November 2017</b>	August 25, 2017	September 1, 2017
<b>December 2017</b>	September 27, 2017	October 4, 2017

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**For more information, contact:**

AJR Media Group  
25132 Oakhurst Dr., Suite 201  
Spring, TX 77386  
Phone 800.383.7677  
Fax 713.942.0277  
TexasHighways@AJRMediaGroup.com



### FTP Site Upload Information:

Using the TxDOT FTP Drop Box:

- 1) Go to <https://ftp.txdot.gov/dropbox/> in your Web browser.
- 2) Below the Authentication box is a sentence that may say: If you are not a Texas Department of Transportation user, go here. Click on the word 'here'.
- 3) Click Drop-Off.
- 4) Fill out Information about the Sender.
- 5) In Information about the Recipient, enter Name: Kirsti Harms and E-mail: TH-Ads@txdot.gov
- 6) Then go to Choose the File(s) you would like to upload.
  - A) Click the Browse (or Choose File) button to find the files on your computer. Select the file that you would like to upload and click Open.
  - B) In description, please include the name of the advertiser and the issue date.
- 7) Click on "Drop off Files" for file to upload.

Multiple ad files should be provided in a folder labeled with the advertiser's name and issue date. Compress the folder.

Remember to send a confirmation e-mail to let us know your ad has been uploaded.



### For more information, or to ship ad materials, contact:

Kirsti Harms  
 Texas Highways magazine  
 200 E. Riverside Dr.  
 Travel Division  
 Austin, TX 78704  
 512.486.5819  
 TH-Ads@txdot.gov

## Ad Sizes and Specifications

Full Page Spread/Bleed ( <i>trim size plus 1/8" bleed</i> )	16.5" x 10.75"
Full Page/Bleed ( <i>trim size plus 1/8" bleed</i> )	8.375" x 10.75"
Full Page/Non Bleed	7" x 9.75"
2/3 Page Vertical	4.625" x 9.375"
1/2 Page Horizontal	7" x 4.625"
1/2 Page Vertical	4.625" x 7"
1/3 Page Horizontal	4.625" x 4.625"
1/3 Page Vertical	2.25" x 9.375"
1/6 Page Horizontal	4.625" x 2.25"
1/6 Page Vertical	2.25" x 4.625"

### Please read these instructions carefully:

Space deadline is the 27th of the third month preceding issue date. Advertising materials are due 7 days after space closing. When space or material closings fall on a weekend or holiday, the due date is the preceding workday. *Texas Highways* magazine will not be responsible for reproduction quality if materials are received after materials deadline.

### Mechanical specifications:

*Texas Highways* magazine is computer to plate.

### Shipped Media Accepted: CDs

**Note:** Film not accepted. See FTP upload information at left.

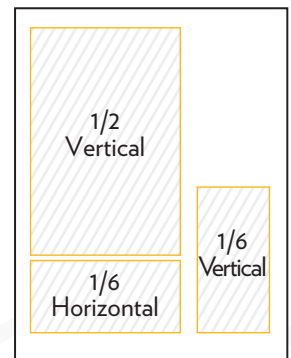
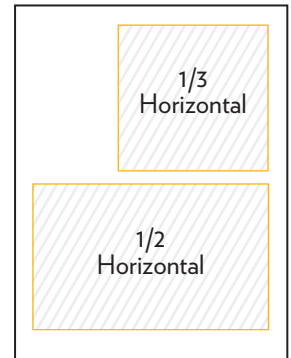
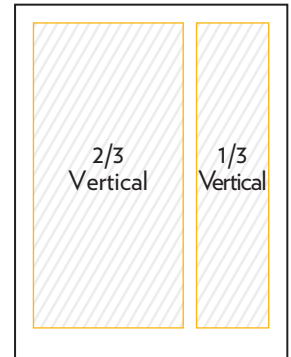
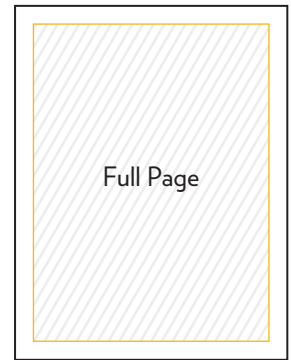
Final trim size is 8.125" x 10.5". All live and non-bleed elements should be at least 1/2" from the final trim size. Full page bleeds should extend at least 1/8" beyond the trim.

**Binding method:** Saddle stitch

**Screen ruling:** 175 line screen

### Electronic Output Requirements:

1. **Software accepted:** Press Quality PDF (PDF/X preset recommended), Adobe Photoshop, InDesign, or Illustrator. If you are unsure about your PDF quality, please include your original files.
2. **Ad size** should be 100%.
3. **Fonts:** All fonts must be supplied with native files **OR** they must be embedded or converted to vector-based outlines. Doing so will help insure layout integrity and allow for your ad to link to your website in the digital edition.
4. **Images:** Supply all linked high-resolution images (300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
5. **All colors** must be **CMYK** mode with process separations. Imported pictures must be changed in the application in which they were created.
6. All digital files must include a color **hard copy proof** that matches the supplied file. A SWOP-certified proof is required for color matching. Without the proper proof, *Texas Highways* magazine cannot be responsible for color or content discrepancies. Proofs must be provided at 100% size.



**Notice:** Any requested alterations that are made to received advertising materials will be charged back to the advertiser.

Advertising materials will be stored for 12 months after last run and then destroyed unless written instructions for return are received from advertiser or agency.