

Be seen on The Travel Magazine of Texas' official website, *TexasHighways.com*.



Texas Highways has been inspiring Texans for 40+ years. While *Texas Highways* readers are known to be loyal and dedicated to the printed magazine, it isn't the only method for creating

and strengthening relationships with them.

TexasHighways.com offers visitors best-in-class, timely, and original content. **TexasHighways.com** captivates a

passionate audience of digital consumers with on-demand coverage of the People, Places and Wide-Open Spaces of Texas.

Interactive and web-only features are presented throughout core content sections: Plates, Drive, Hit the Road, and True Texas.

The ***Texas Highways Extra*** newsletters offer marketers additional digital options to further reach more than 103,000 opt-in subscribers twice each month.

Engage and maximize your visibility to our loyal and responsive *Texas Highways* audience.

Online Advertising Rates

Annual Traffic (12-month period ending 12/31/16)	
Visits	1,028,182
Pageviews	2,267,069

Website Banner	Ad Size	Rate
Medium Rectangle	300 x 250	\$495
Half Page	300 x 600	\$695

Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.

<i>Texas Highways Extra</i>	Rate
<i>(eNewsletter sent twice-monthly to 103,000+ travelers per issue)</i>	
Exclusive Banner (468 x 60)	\$1,250
Text Advertisements <i>(limited to 3 per issue)</i>	\$250

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