

PHOTOGRAPHY SUBMISSION GUIDELINES

Follow these guidelines to submit photography for consideration by *Texas Highways* magazine as well as for the other publications produced by the Travel Publications Section of the Texas Department of Transportation.

1. Email a detailed query letter outlining your idea before sending actual photo files and captions. The magazine is not responsible for unsolicited photographic materials. Remember that the magazine works at least three months in advance, and has a general editorial calendar planned six to 12 months in advance.

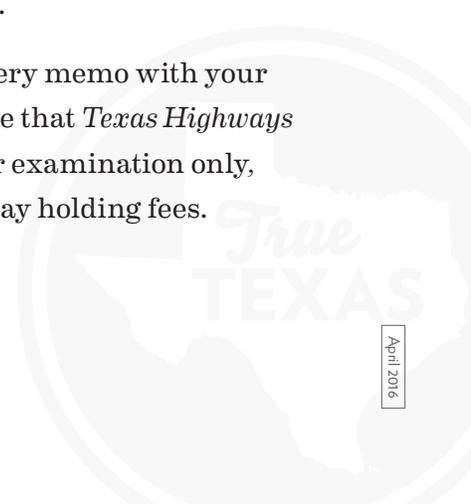
2. To be considered for an assignment, please email the photo editor a portfolio that includes five of your best images. The image files should be low-resolution, 72 dpi JPG files, and measure no more than 14 inches on the longest side. Please do not send prints or direct us to your website as we typically do not have time to critically review a complete body of work. We may visit your site, or ask for the URL if not already provided, should we choose to review more of your work.

3. If you are contracted for an assignment, plan to submit the highest quality images possible. All photo files should be high-resolution TIFF and/or RAW files, with a minimum dpi of 240, and should be uncropped. Some images should be photographed and submitted with the intention that they may be appropriate for a cover or a lead shot for the feature spread.

4. Metadata accuracy is extremely important to *Texas Highways*. Always include contact information, location of image, names of objects, identities of recognizable people, and telephone numbers and addresses of businesses and attractions. The photo editor cannot authorize payment unless all files are properly captioned, and a signed photo agreement and creative brief are in the magazine office files.

5. All photographs are submitted on speculation only. The photo editor may opt to retain certain images for publication at a future date and will make appropriate arrangements to accommodate these situations. The photo editor and art director prefer high-resolution digital files. In the case of film-based originals, a low-resolution for-placement-only (F.P.O.) image is acceptable, though a high-resolution scan will be required for publication should the image be used. If you're unable to provide a high-resolution scan, we may request the film to scan it ourselves.

6. If you include a delivery memo with your submissions, please note that *Texas Highways* does not accept work for examination only, nor will the magazine pay holding fees.



7. Note that ***Texas Highways* does not publish a general “Wants” list for images to accompany pending features.** However, in January the photo editor does seek images of wildflowers for the April issue, dedicated to wildflower drives, and images of colorful fall foliage and autumn wildflowers in July for either October or November.

Texas Highways also accepts artistic and unusual photography for consideration for the monthly “Scenic Route” and “Rear View” departments.

USAGE PURCHASED

Texas Highways purchases one-time use of photographs for the magazine, but reserves the right to use the same image for promotional purposes and/or reprints without additional compensation. Reuse of images for other purposes such as prints or calendars will be compensated separately. *Texas Highways* expects six months exclusivity for all work. The same or similar images must not appear in other publications distributed in Texas for six months, three months prior to publication, and three months after. If the magazine’s web editor uses an image from the magazine on the website and/or eNewsletter, *Texas Highways* will pay a \$15 electronic usage fee in addition to a magazine space rate payment.

MAG. SPACE RATES (paid on publication)

IMAGE SIZE	RATE
Less than 1/4 page	\$60
1/4 to 1/2 page	\$80
1/2 to 3/4 page	\$120
3/4 to full page	\$150
Full page	\$170
Back cover	\$300
Two-page spread	\$350
Front cover	\$400
Wrap around cover	\$550
Electronic use	\$15

IMAGE CONTENT CONSIDERATIONS

All of the department’s publications are meant to showcase Texas as a premier travel destination. Consequently, we are looking for images of places in Texas that are accessible to the public. Images of private homes and land will not always be accepted. We are looking for photography that beautifies Texas, so please keep litter of any kind out of the image. When and where appropriate, involve people in photographs. Models should be happy, relaxed, and engaged in activity appropriate to the subject. Model and property releases are not required by the department, but are always a good idea for the protection of the photographer. As a general rule, images of people smoking and images that contain excessive drinking will not run. We break down Texas into seven regions: Big Bend Country, Panhandle Plains, Prairies and Lakes, Piney Woods, Gulf Coast, South Texas Plains, and Hill Country. We strive to highlight the state’s geographic diversity by including compelling images from all the regions.



CALENDAR/POSTERS

Texas Highways photo guidelines apply to images submitted for calendar and poster consideration. All work for ancillary products will come with a 12-month exclusivity clause. This will be for six months prior to publication, and six months after. Photographers must agree to reprints, or the work they submit will not be considered. Calendar editions start with an initial print run of 20,000. Images submitted for calendar consideration should be horizontal and be received in the magazine office by October 1. Photography used in these ancillary products will be paid for upon publication. In the case of slide film, photographs will be returned after publication. We prefer high resolution digital files with a minimum dpi of 240 and strongly discourage you from sending film originals. The following rates include the rights to reproduce the photograph in any related promotions. We may use the image to advertise for the products being sold.

CALENDAR RATES

IMAGE USE	RATE
Calendar Cover	\$350
Calendar, full page	\$250
Poster	\$125

SEND ALL WORK TO:

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