



# TEXAS HIGHWAYS

## PUBLISHING



**2023-2024**  
**Rates, Deadlines, and Specs**

**TEXAS HIGHWAYS MAGAZINE  
& DIGITAL**

**TEXAS STATE TRAVEL GUIDE  
& TRAVEL MAP**

**TEXAS HIGHWAYS EVENTS  
CALENDAR**

# Rates



## READER FAVORITES IN EVERY ISSUE

- Travel Recommendations
- Weekend Road Trips
- Small Towns
- Texas History & Culture
- Events Spotlight
- Food-Related Travel Destinations

*Ask your sales representative about upcoming themed issues*

Unit	1x Net	3x	6x	12x	18x	24x
Full Page	\$7,308	\$6,942	\$6,723	\$6,504	\$6,284	\$6,066
2/3 Page	\$6,035	\$5,733	\$5,553	\$5,371	\$5,191	\$5,009
1/2 Page	\$4,744	\$4,511	\$4,368	\$4,226	\$4,083	\$3,941
1/3 Page	\$3,413	\$3,243	\$3,141	\$3,038	\$2,935	\$2,834
1/6 Page	\$1,879	\$1,785	\$1,728	\$1,672	\$1,616	\$1,559

### Premium Positions

Cover 2	\$8,257	\$7,844	\$7,596	\$7,349	\$7,101	\$6,853
Cover 3	\$7,965	\$7,567	\$7,327	\$7,089	\$6,849	\$6,611
Cover 4	\$8,404	\$7,983	\$7,731	\$7,479	\$7,227	\$6,975
Spread	\$13,884	\$13,190	\$12,774	\$12,358	\$11,940	\$11,524
IFC Spread	\$14,787	\$14,048	\$13,604	\$13,157	\$12,716	\$12,273
IBC Spread	\$14,509	\$13,784	\$13,349	\$12,904	\$12,478	\$12,043

### NOTES

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

MULTI-TITLE DISCOUNTS	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertions	1x insertions	1x insertions
Texas Highways Magazine	3x insertions	6x insertions	12x insertions
Texas Highways Events Calendar	2x insertions	4x insertions	2x insertions
Discount	5%	10%	10%

# Deadlines & Specs



Space close is around the **1<sup>st</sup> of the month** *two months preceding* the issue name; materials due 7 days after space close.

## ELECTRONIC OUTPUT REQUIREMENTS

- 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.
- Ad size should be 100%.
- Fonts: All fonts must be supplied with native files OR they must be embedded or converted to vector-based outlines. Doing so will help ensure layout integrity and allow for your ad to link to your website in the digital edition.
- Images: Supply all linked high-resolution images(300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
- All colors must be CMYK mode with process separations.

## SECURE AD MATERIALS UPLOAD

Using TxDOT Box.com

1. Go to <https://texashighways.com/submitads>
2. Select the link on the page that corresponds to the property for which you are uploading materials (magazine, website, etc.).
3. Select the file(s) you would like to upload from your computer.
4. Fill out the "Client name, issue date" field.
5. Fill out your email address.
6. Click 'Submit' for file to upload.
7. Remain on the page until upload is complete and you see "Success! Your file has been submitted."

Issue	Space	Materials	Newsstand On Sale*
<b>Feb-23</b>	12/02/22 Fri	12/09/22 Fri	<b>01/24/23 Tue</b>
<b>Mar-23</b>	01/03/23 Tue	01/10/23 Tue	<b>02/21/23 Tue</b>
<b>Apr-23</b>	02/01/23 Wed	02/08/23 Wed	<b>03/21/23 Tue</b>
<b>May-23</b>	03/01/23 Wed	03/08/23 Wed	<b>04/25/23 Tue</b>
<b>Jun-23</b>	04/03/23 Mon	04/10/23 Mon	<b>05/23/23 Tue</b>
<b>Jul-23</b>	05/01/23 Mon	05/08/23 Mon	<b>06/20/23 Tue</b>
<b>Aug-23</b>	06/01/23 Thu	06/08/23 Thu	<b>07/18/23 Tue</b>
<b>Sep-23</b>	07/03/23 Mon	07/10/23 Mon	<b>08/15/23 Tue</b>
<b>Oct-23</b>	08/01/23 Tue	08/08/23 Tue	<b>09/12/23 Tue</b>
<b>Nov-23</b>	09/01/23 Fri	09/08/23 Fri	<b>10/17/23 Tue</b>
<b>Dec-23</b>	10/02/23 Mon	10/09/23 Mon	<b>11/14/23 Tue</b>
<b>Jan-24</b>	11/02/23 Thu	11/09/23 Thu	<b>12/19/23 Tue</b>

\*Subject to change

## Trim Size

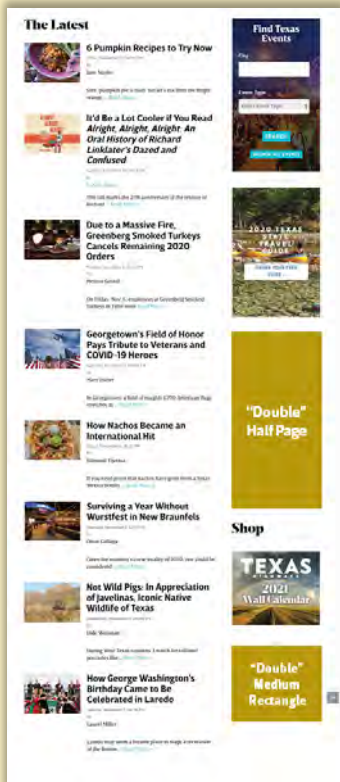
Full Page Spread/Bleed	16.5"x 10.75"	1/2 Page Vertical	4.625"x 7"
Full Page/Bleed	8.375"x 10.75"	1/3 Page Horizontal	4.625"x 4.625"
Full Page/Non-Bleed	7"x 9.75"	1/3 Page Vertical	2.25"x 9.375"
2/3 Page Vertical	4.625"x 9.375"	1/6 Page Horizontal	4.625"x 2.25"
1/2 Page Horizontal	7"x 4.625"	1/6 Page Vertical	2.25"x 4.625"

- 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.

### AD MATERIAL QUESTIONS?

Send an email to  
**Raquel.Sanchez@txdot.gov**

# Deadlines, Rates, & Specs



Space close is the **1<sup>st</sup> of the preceding month**;  
materials due the **15<sup>th</sup> of the preceding month**.

If either space or materials close falls on a weekend or holiday,  
deadline moves to the next business day.

Unit	Net	Size
'Double' Medium Rectangle	\$590	600 x 500
'Double' Half Page	\$800	600 x 1200

## NOTES

- Banners are sold in 25,000 impression increments, scheduled to be delivered in a 30-day period based on the TxDOT ad server.
- In the event 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.

## TECHNICAL GUIDELINES

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, iFrames.
- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- Include click-through URL for each unit.
- Audio may not begin playing without direct user action within the banner area.
- No on-load pop-over ads.
- No banners that require/install additional plug-ins (com-et cursor, etc.).
- Client is responsible for tracking click-thrus on JavaScript and iFrame ads hosted by a 3rd party.
- If unfamiliar, refer to this guide from Adobe:  
[adobe.com/resources/richmedia/tracking/designers\\_guide](https://adobe.com/resources/richmedia/tracking/designers_guide)

## SECURE AD MATERIALS UPLOAD

Using TxDOT Box.com

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- Select the file(s) you would like to upload from your computer.
- Fill out the "Client name, issue date" field.
- Fill out your email address.
- Click 'Submit' for file to upload.
- Remain on the page until upload is complete and you see "Success! Your file has been submitted."



MULTI-TITLE DISCOUNTS	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertions	1x insertions	1x insertions
Texas Highways Magazine	3x insertions	6x insertions	12x insertions
Texas Highways Events Calendar	2x insertions	4x insertions	2x insertions
Discount	5%	10%	10%

# Topics & Rates

Three newsletters delivered each month to 94,000+ opt-in subscribers



**1 THE SCENIC ROUTE**

A monthly roundup of content only found on our website.

Deployed the first week of each month



**2 EVENTS CALENDAR**

A variety of hand-picked events from the *Texas Highways Events Calendar*.

Deployed on or about the 15<sup>th</sup> of each month



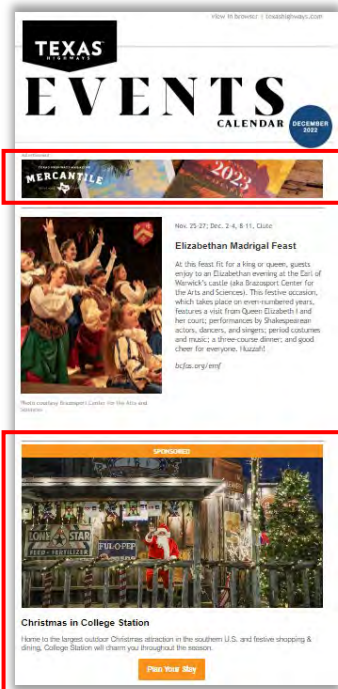
**3 BEHIND THE ISSUE**

A selection of the stories and photos in each month's magazine.

Deployed the last week of each month

**Space closes for all editions the 1<sup>st</sup> of the preceding month; materials due 7 days after.**  
If either space or materials close falls on a weekend or holiday, deadline moves to the next business day.

Exclusive Banner

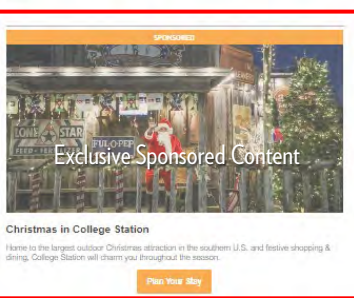


Exclusive Sponsored Content

Two exclusive units available in each edition:

Unit	Net
Sponsored Content	\$2,156
Banner	\$1,840

# Deadlines & Specs



Three newsletters delivered each month to 94,000+ opt-in subscribers.

	Issue	Deployed	Space	Material
1	Scenic Route	The first week of each month		
2	Events Calendar	On or about the 15 <sup>th</sup> of each month	The 1st of the preceding month*	7 days after space close*
3	Behind the Issue	The last week of each month		

\*If either space or materials close falls on a weekend or holiday, deadline moves to the next business day.

## EXCLUSIVE SPONSORED CONTENT

### IMAGE/ PHOTO

- 1200x600 pixels (displays as 600x 300 on mobile)
- GIF, JPG, or PNG
- 1MB max file size
- Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay; no logos

### COPY CHARACTERS

- Headline: <35
- Body copy: <160
- Call-to-action button copy: <20

### OTHER REQUIREMENTS

- Must provide link (click-thru URL) for call-to-action button

### NOTES

- Editors reserve the right to make minor edits for grammatical clarity
- Will appear as the second position after the first editorial 'block'
- Texas Highways will add a 'sponsored' bar at the top of the photo

## SECURE AD MATERIALS UPLOAD Using TxDOT Box.com

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## EXCLUSIVE BANNER

### SIZE/ WEIGHT

- 600 x 100, 300 PPI (pixel density) for crispness (displays as 600x100 on desktop and 300x50 on mobile)
- 1MB max file size

### FORMATS

- GIF, JPB, 8-BIT or PNG (no Javascript)

### OTHER REQUIREMENTS

- Must provide link (click-thru URL) for call-to-action button

### NOTES

- If providing an animated GIF, maximum of 3 loops/ :15 seconds
- Note: Not all email clients will display the animation. If supplying an animated GIF, place your call to action on the first and last frame to ensure your message is communicated to email clients that do not support animation.

# Deadlines, Rates, & Specs



## 2024 Edition

### ELECTRONIC OUTPUT REQUIREMENTS

- 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.
- Ad size should be 100%.
- Fonts: All fonts must be supplied with native files OR they must be embedded or converted to vector-based outlines. Doing so will help ensure layout integrity and allow for your ad to link to your website in the digital edition.
- Images: Supply all linked high-resolution images(300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
- All colors must be CMYK mode with process separations.

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<b>Estimated Print Run</b>	500,000
<b>Early Reservation (5% Discount)</b>	August 4, 2023
<b>Space Close</b>	October 2, 2023
<b>Material Due</b>	October 9, 2023
<b>Release Date</b>	January 1, 2024

### Net Rates

#### Front of Book

Full Page	\$15,269
Two-Thirds (2/3) Page	\$10,908

#### Run of Publication

Half (1/2) Page	\$9,172
One Third (1/3) Page	\$5,501
One Sixth (1/6) Page	\$3,469

#### Premium Positions

Cover 2 (Inside Front)	\$17,559
Cover 3 (Inside Back)	\$17,254
Cover 4 (Back)	\$18,323
Spread (run of publication)	\$29,010
Inside Front Cover Spread	\$31,186
Inside Back Cover Spread	\$30,896

### Trim Size

Full Page Spread/Bleed	17" x 11.125"	1/3 Page Horizontal	4.625" x 4.625"
Full Page/Bleed	8.625" x 11.125"	1/3 Page Vertical	2.25" x 9.375"
2/3 Page Vertical	4.625" x 9.375"	1/6 Page Horizontal	4.625" x 2.25"
1/2 Page Horizontal	7" x 4.625"	1/6 Page Vertical	2.25" x 4.625"
1/2 Page Vertical	4.625" x 7"		

### PLACEMENT NOTES

- Special placement requests will be accommodated if possible and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.

### DIGITAL EDITION ADDED VALUE

- A PDF of the printed Guide will be available on [texashighways.com](http://texashighways.com) and [traveltexas.com](http://traveltexas.com). Ads will appear exactly as placed in the print version.
- An interactive version of the Guide will be available at [travelguide.texashighways.com](http://travelguide.texashighways.com). Advertisers receive free banner placement with the purchase of a print unit. Please ask your representative for details on sizing and placement.

### MULTI-TITLE DISCOUNTS

	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertions	1x insertions	1x insertions
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Discount	5%	10%	10%

### AD MATERIAL QUESTIONS?

Send an email to [Raquel.Sanchez@txdot.gov](mailto:Raquel.Sanchez@txdot.gov)



For advertising information, contact AJR Media Group:  
800-383-7677 | [TexasHighways@AJRMediaGroup.com](mailto:TexasHighways@AJRMediaGroup.com)

# Deadlines, Rates, & Specs

## ELECTRONIC OUTPUT REQUIREMENTS

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## 2024 Edition

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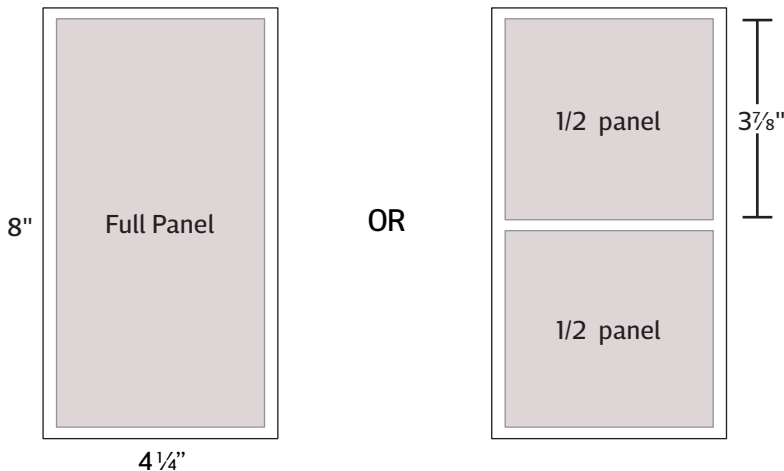
Unit (non-bleed)	Net	Size
Full Panel (one available)	\$15,477	4.25" x 8"
Half Panel (two available)	\$7,739	4.25 " x 3.875"

Final map folded size: 4 1/2" x 8 3/8 "

## SECURE AD MATERIALS UPLOAD

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6. Click 'Submit' for file to upload.
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### NOTES:

- Total space available is either one full panel or two half panels and sold on first come, first-served basis.
- Placement in Official Texas Travel Map qualifies for multi-title discount.

### AD MATERIAL QUESTIONS?

Send an email to [Raquel.Sanchez@txdot.gov](mailto:Raquel.Sanchez@txdot.gov)



# Deadlines, Rates, & Specs



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### AD MATERIAL QUESTIONS?

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Issue Date / Events Covered	Space	Material	Release Date
<b>Spring (Mar-May)</b>	November 15	November 22	February 1
<b>Summer (Jun-Aug)</b>	February 15	February 22	May 1
<b>Fall (Sep-Nov)</b>	May 15	May 22	August 1
<b>Winter (Dec-Feb)</b>	August 15	August 22	November 1

## NOTES:

- Materials are due seven days after space close.
- If the 15th falls on a Saturday, Sunday, or holiday, space close or release date moves back to preceding Friday.

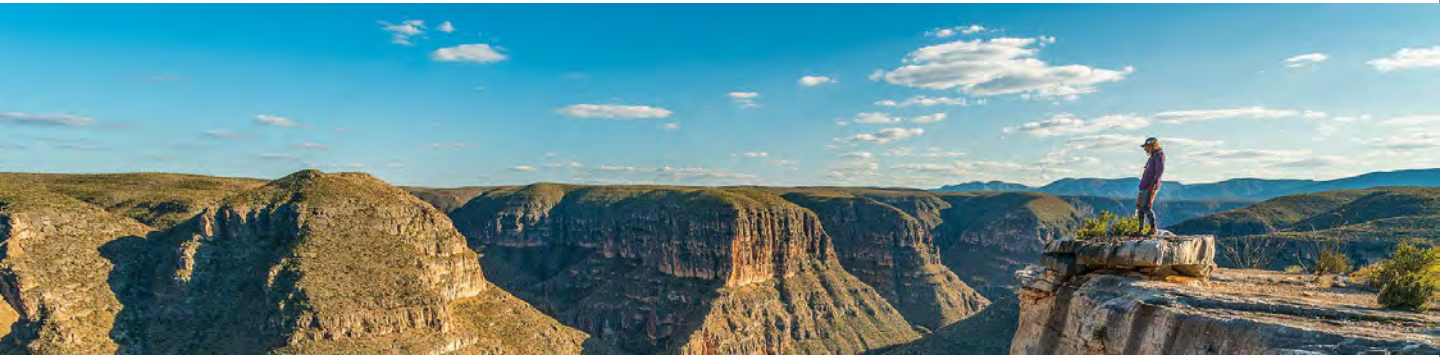
Unit	Net Rate			Trim Size
	1x	2x	4x	
Full Page	\$2,173	\$2,106	\$2,037	Bleed: 8.375" x 10.75" Non-Bleed: 7" x 9.75"
Cover 2	\$2,455	\$2,379	\$2,302	
Cover 3	\$2,369	\$2,668	\$2,221	
Cover 4	\$2,499	\$2,421	\$2,343	
Full Page Spread	\$4,129	\$4,001	\$3,871	16.5" x 10.75"
Cover 2 Spread	\$4,397	\$4,261	\$4,122	
Cover 3 Spread	\$4,315	\$4,181	\$4,045	
2/3 Page	\$1,834	\$1,783	\$1,715	4.625" x 9.375"
1/2 Page	\$1,494	\$1,459	\$1,392	Horizontal: 7" x 4.625" Vertical: 4.625" x 7"
1/3 Page	\$1,086	\$1,052	\$984	Horizontal: 4.625" x 4.625" Vertical: 2.25" x 9.375"

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.

## MULTI-TITLE DISCOUNTS

	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertions	1x insertions	1x insertions
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Discount	5%	10%	10%

# Advertising Policies



## ***Texas Highways* adheres to ASME (American Society of Magazine Editors) editorial guidelines.**

The magazine operates on the following principles:

- Every reader is entitled to fair and accurate news and information.
- The value of magazines to advertisers depends on reader trust.
- The difference between editorial content and marketing messages must be transparent.
- Editorial integrity must not be compromised by advertiser influence.

## **ACCEPTABLE ADVERTISING**

- Texas vacation, travel, and tourism-related features, sites, facilities, destinations, accommodations, restaurants, events, equipment, and services
- Texas shopping opportunities related to destinations, food products, and
- Texas-related products
- Pleasure-driving features, sites, equipment, facilities, destinations, and services
- Recreational features, sites, equipment, facilities, and services
- Camping, hiking, fishing, birding, boating, outdoor features, bicycling, gardening, photography, wildlife viewing, astronomy, and geology
- Public transportation modes, products, facilities, and services
- Financial, media, and higher education services related to Texas institutions

- Real estate developments related to recreational and retirement living, and other matters of interest and value to the public and highway users
- Hospitals

## **NON-ACCEPTABLE ADVERTISING**

- Out-of-state travel-tourism features, locations, destinations, facilities, and services, unless augmenting Texas travel or tourism, or unless on border locations with ties to Texas
- Alcoholic beverages (see exception below)
- Tobacco products
- Sexually oriented products and services
- Other subjects not related to travel and tourism as determined by the Department

## **ADVERTISING RESTRICTIONS**

*Texas Highways* will not accept advertising:

- It deems misleading or a misrepresentation of facts
- From an entity, organization, or individual that discriminates based on any state or federally legally protected class of persons

## **ADVERTISING EXCEPTIONS**

The following is not considered to be an advertisement for alcoholic beverages:

- An advertisement from a person or legal entity registered and authorized to use the Texas Department of Agriculture's GO TEXAN certification mark for the purpose of verifying their product or service as grown, produced, manufactured, or provided in Texas, advertising on-site

facilities open to the general public which highlight the GO TEXAN registered product or service as grown, produced, or manufactured in Texas

## **COVERS**

- Cover and premium ads must be approved by *Texas Highways* publisher.

## **PREMIUM POSITION ADS**

- All premium pages will be full page (single) ads, and they may bleed.
- Unless specifically contracted, premium position ads will be left-read.

## **CO-OP ADS**

- Co-op ads will always be placed in the back of the book. Co-op ads are not eligible for premium positioning, even with a surcharge.

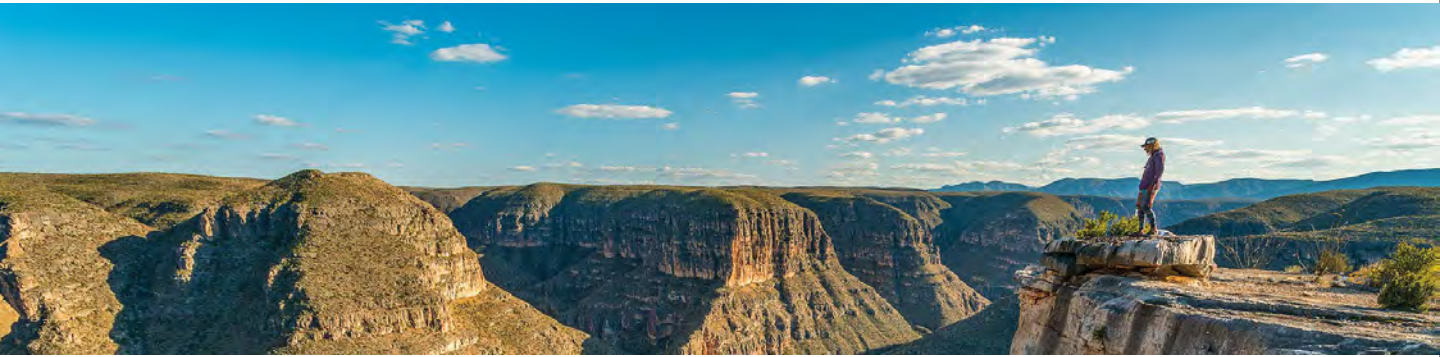
## **ADJACENCIES**

- *Texas Highways* does not offer adjacencies. If an advertiser is featured in the editorial of an issue, their ad will not appear near the article.

## **WHEN TO LABEL ADVERTISING**

- Advertisements that could be mistaken for editorial content should be labeled, even if the advertisement does not resemble the issue in which it appears.
- Publisher will determine which ads must be labeled.

# Terms & Conditions



*Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.*

## **PAYMENT**

- Payment shall be cash with order of Net 30 from invoice date.
- Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

## **POSITIONING**

- Special placement requests will be accommodated, if possible, on a first-come, first-served basis, confirmed by an insertion order, and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.
- Back cover and inside cover spread ad design and creative must be approved by publisher.

## **CANCELLATION AND CHANGES**

- Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

- Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
- The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

## **PUBLISHER'S LIABILITY**

- Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
- Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.
- Publisher will not consider any objections to

positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

- The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

## **MISCELLANEOUS**

- Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
- The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.