

Advertising Rates

277,000+ readership per issue / 10x Annual



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.

NOTES

- All rates are net.
- Special placement requests will be accommodated if possible and will result in a 10% surcharge.

Four Color	1x Net	3x	6x	10x	18x
Full Page	\$7,308	\$6,942	\$6,723	\$6,504	\$6,284
2/3 Page	\$6,035	\$5,733	\$5,553	\$5,371	\$5,191
1/2 Page	\$4,744	\$4,511	\$4,368	\$4,226	\$4,083
1/3 Page	\$3,413	\$3,243	\$3,141	\$3,038	\$2,935

Premium Positions

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

MULTI-TITLE DISCOUNTS

Texas State Travel Guide
Texas Highways Magazine
Texas Highways Events Calendar
Discount

PLAN A

1x insertion
3x insertions
2x insertions
5%

PLAN B

1x insertion
6x insertions
4x insertions
10%

PLAN C

1x insertion
10x insertions
2x insertions
10%

Deadlines & Specs

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."

AD MATERIAL QUESTIONS?
Send an email to
Raquel.Sanchez@txdot.gov



Space close the 15th of the month three months preceding the issue name; materials due two weeks after space close.

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

Issue	Space	Materials
January/February	10/15	10/29
March	12/15	12/29
April	01/15	01/29
May	02/15	03/01
June	03/15	03/29
July/August	04/15	04/29
September	06/15	06/29
October	07/15	07/29
November	08/15	08/29
December	09/15	09/29

Size		
<ul style="list-style-type: none"> • 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. • Any ad smaller than a full page must NOT have bleeds or crop marks. 		
Full Page Spread/Bleed	Bleed: 16.5" x 10.75"	Trim: 16.25" x 10.5"
Full Page/Bleed	Bleed: 8.375" x 10.75"	Trim: 8.125" x 10.5"
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"	

Rates, Deadlines & Specs

177,000+ monthly uniques



Space close is the 1st of the preceding month; materials due the 7th of the preceding month.

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

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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

AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

Rates, Deadlines, Specs

Five monthly newsletters to 90,000+ opt-in subscribers

Unit	Net	Available In
Sponsored Content	\$2,156	- One (1) each in: Scenic Route, Events Calendar, Behind the Issue, Long Road - Two (2) in Fuel Up
Banner	\$1,840	- One (1) each in: Scenic Route, Events Calendar, Behind the Issue

Edition	Freq.	Units Available	Deployed	Space	Material
Scenic Route	12x/yr	-1 Sponsored Content -1 Banner	The first week of each month		
Events Calendar	12x/yr	-1 Sponsored Content -1 Banner	On or about the 15 th of each month	The 1st of the preceding month*	The 7 th of the preceding month*
Behind the Issue	10x/yr	-1 Sponsored Content -1 Banner	The last week of the month		
Fuel Up*	10x/yr	-2 Sponsored Content	The last week of the month		
The Long Road	12x/yr	-1 Sponsored Content	The very end of the month		

*Fuel Up will start with a new list of opt-in subscribers; ask your representative about current list size and special pricing offers.

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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

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

Quarterly (4x/year) with 60,000 distribution per issue

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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Issue Date / Events Covered	Space	Material	Release Date
Spring (Mar-May)	November 15	November 22	February 1
Summer (Jun-Aug)	February 15	February 22	May 1
Fall (Sep-Nov)	May 15	May 22	August 1
Winter (Dec-Feb)	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			Size
	1x	2x	4x	
Full Page Bleed	\$2,173	\$2,106	\$2,037	
Cover 2	\$2,455	\$2,379	\$2,302	Bleed: 8.375"x 10.75" Trim: 8.125" x 10.5"
Cover 3	\$2,369	\$2,668	\$2,221	
Cover 4	\$2,499	\$2,421	\$2,343	
Full Page Spread/Bleed	\$4,129	\$4,001	\$3,871	Bleed: 16.5"x 10.75" Trim: 16.25" x 10.5"
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"

MULTI-TITLE DISCOUNTS

	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertion	1x insertion	1x insertion
Texas Highways Magazine	3x insertions	6x insertions	10x insertions
Texas Highways Events Calendar	2x insertions	4x insertions	2x insertions
Discount	5%	10%	10%

2026 Edition Deadlines, Rates & Specs

Published annually with 500,000 distribution

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.
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AD MATERIAL QUESTIONS?

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Estimated Print Run

500,000

Early Reservation (5% Discount)

August 5, 2025

Space Close

October 2, 2025

Material Due

October 9, 2025

Release Date

January 1, 2026

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.

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

Size

- All live and non-bleed elements should be at least 1/2 " from the final trim size.
- Any ad smaller than a full page must NOT have bleeds or crop marks.

Full Page	Bleed: 17" x 11.125"	1/3 Page	4.625" x 4.625"
Spread/Bleed	Trim: 16.75" x 10.875"	Horizontal	
Full Page/Bleed	Bleed: 8.625" x 11.125"	1/3 Page	2.25" x 9.375"
	Trim: 8.375" x 10.875"	Vertical	
2/3 Page Vertical	4.625" x 9.375"	1/6 Page	4.625" x 2.25"
		Horizontal	
1/2 Page	7" 4.625"	1/6 Page	2.25" x 4.625"
Horizontal		Vertical	
1/2 Page Vertical	4.625" x 7"		

MULTI-TITLE DISCOUNTS

	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertion	1x insertion	1x insertion
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- 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.
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Estimated Print Run

500,000

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August 5, 2025

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January 1, 2026

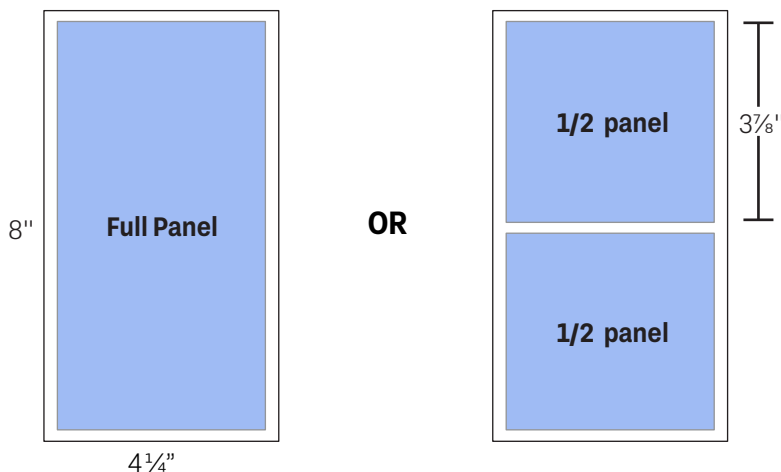
Unit (non-bleed)	Net	Size
Full Panel (one available)	\$15,477	4.25" x 8"
Half Panel (two available)	\$7,739	4.25" x 3.875"

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

SECURE AD MATERIALS UPLOAD

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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."



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

Texas Highways

Advertising Policies

***Texas Highways* adheres to ASME (American Society of Magazine Editors) [guidelines](#)**

Texas Highways 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, etc.
- 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 'Advertising Exceptions' 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.

Texas Highways

Terms & Conditions

Submission of insertion order for placement of advertising 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 or credit card 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 closing date and will still be responsible for payment.

- If ad materials are not received and ad does not run, Advertiser is still responsible for payment if the order has not been cancelled or changed before the 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, nor any failure of operation of digital channels, 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 or digital channels any advertisement submitted to it. Publisher does not guarantee positioning of advertisements, 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.

DIGITAL PLACEMENTS

- If Publisher does not receive new creative for rotation into an existing schedule by the 15th of the preceding month, Publisher will run the creative that was last supplied.
- Publisher will not refresh or swap out placements after the material close date.

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.

Texas Highways

Digital Reporting Ad Transparency

TEXAS HIGHWAYS WEBSITE

Advertising on the Texas Highways website is managed and displayed using a paid WordPress plugin called [Advanced Ads](#). The plugin is used by thousands of sites around the world and is responsive to bug fixes and security updates.

Texas Highways staff manually upload and schedule the ads each month. This plugin treats all users equally and displays ads in an evenly rotating fashion. Texas Highways does not display ads based on user interest or past behavior and does not report advertising metrics to anyone but internal staff, sales representatives, and the client.

Reporting:

Impressions and clicks are monitored using Google Analytics 4 (GA4) events. Each time a banner ad is displayed, an impression event is logged in GA4. These events are labeled by the ad that they represent, and at the end of each month, a summary of all impressions is reported to the sales reps. Events are regularly audited using the [GA4 DebugView](#) module to ensure impressions fire when ads are displayed.

Clicks are reported using the same technology. Texas Highways invites advertisers to include link parameters, called [UTMs](#), on their provided URLs so clients may have some insight into inbound traffic. Some users may use tracking blockers or other technology which interferes with the behavior of UTMs—for this reason, it is not unusual for click reports and UTM visits to vary slightly.

EMAIL NEWSLETTERS

Email marketing at Texas Highways is managed and sent through [Emma by Marigold](#). Emails are built manually by Texas Highways staff, and ads are placed as 'Image' blocks with links manually inserted.

Reporting:

All reporting is handled by Emma. Texas Highways reports the number of emails sent, the number of unique email opens, and the open rate, as well as ad clicks.

These ad clicks are reported using the Emma "Click Analysis" module. This shows the platform's best understanding of what link was clicked and what copy was clicked to that link—for example, a CTA button labeled 'Visit Us' would point to the same URL as the rest of the ad, but these clicks are tracked separately. Texas Highways reports the total clicks on the URL in aggregate, with more detailed information available upon request.

Texas Highways does not release reports of specific email addresses who clicked on an ad.

It is important to consider the practice known as "[server sniffing](#)," where email clients scan the contents of an email to determine if it is legitimate. At times, these spam tests are reported by the Emma platform as clicks, even though they are not legitimate opens or clicks. On June 11, 2024, Emma released a feature tracking 'Non-human interactions' in an effort to reduce the number of bot clicks that appear in the final report. Whenever possible, the Texas Highways staff relies on Emma's report of human engagement and ignores non-human interaction data.

Advertisers are again welcome to include UTMs with their e-newsletter URLs but must consider the likelihood for discrepancy due to tracking blockers or server sniffing.