

Texas Highways

YOUR EVENTS AUTHORITY

From festivals, fairs, rodeos, concerts, exhibits,
Texas Highways makes it easy to find all things fun in Texas.

2,200+

Events published
online, annually

60,000+

Quarterly print
distribution

7,000+

Monthly uniques,
avg. /events

90,000+

Newsletter opt-in
subscribers

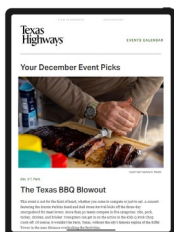


The quarterly **Texas Highways Events Calendar** showcases hundreds of events across the state, organized by month and region for easy navigation. The publication is promoted throughout the Texas Highways ecosystem, and select events are featured in each issue of *Texas Highways* magazine.

Targeted distribution:

- Year round at the 12 Texas Travel Information Centers (1.1 million visitors annually)
- 100+ CVB visitor centers and Chambers of Commerce around the state
- Mailed by direct request

Issue Date / Events Covered	Release Date
Spring (Mar, Apr, May)	February 1
Summer (Jun, Jul, Aug)	May 1
Fall (Sep, Oct, Nov)	August 1
Winter (Dec, Jan, Feb)	November 1



The monthly **Events Calendar Newsletter** showcases variety of hand-picked events from the *Texas Highways Events Calendar*. Sent monthly, 12x/yr ~15th of each month.



Online at texashighways.com/events, we offer visitors our entire database of Texas events - the most comprehensive, searchable, and up-to-date resource in Texas. Events data also feeds into TravelTexas.com, providing additional exposure.

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.

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



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%