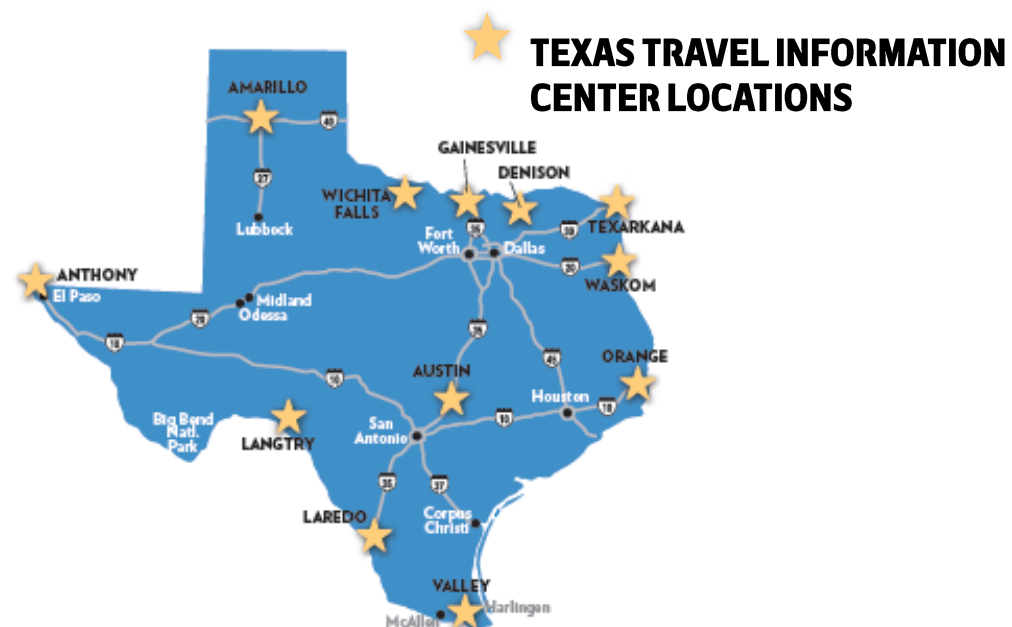
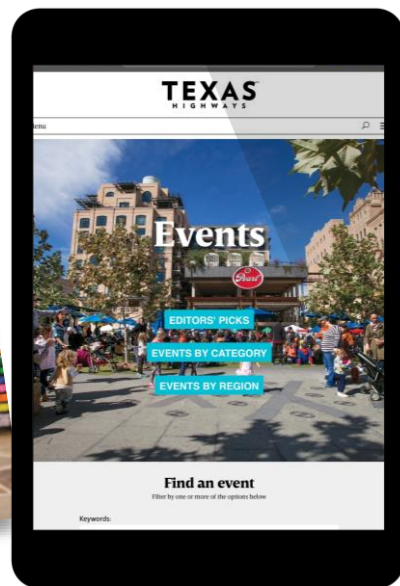


OVERVIEW

Showcase your event in the most comprehensive resource for Texas event and festival information.

- Features festivals, fairs, rodeos, concerts, exhibits and all things fun in Texas.
- Each quarterly issue is bursting with hundreds of events from across the state.
- Wide coverage of events throughout the seven tourism regions.
- Listings are included in the 'Events' section of TexasHighways.com, and a curated list is featured monthly in Texas Highways magazine.
- Listings database feeds into TravelTexas.com.
- Promoted as a premium through Texas Highways direct mail efforts.



Quarterly

publication frequency

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



65,000

copies printed each issue



Distribution

- Year round at the 12 Texas Travel Information Centers (2 million visitors annually)
- 100+ CVB visitor centers and Chambers of Commerce around the state
- Mailed by direct request

RATES

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

Unit	Net Rate		
	1x	2x	4x
Full Page	\$2,173	\$2,106	\$2,037
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
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
1/2 Page	\$1,494	\$1,459	\$1,392
1/3 Page	\$1,086	\$1,052	\$984



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%

DEADLINES & SPECS

- Space closes the 15th of the month four months prior to issue date; 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.

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

- All live and non-bleed elements should be at least 1/2” from the final trim size.

Unit	Size	
Full Page Bleed	Bleed: 8.375”x 10.75”	Trim: 8.125” x 10.5”
Full Page Spread/Bleed	Bleed: 16.5”x 10.75”	Trim: 16.25” x 10.5”
2/3 Page	4.625”x 9.375”	
1/2 Page	Horizontal: 7”x 4.625”	Vertical: 4.625”x 7”
1/3 Page	Horizontal: 4.625”x 4.625”	Vertical: 2.25”x 9.375”

AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

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.”