

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%