

## 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.
- All colors must be CMYK mode with process separations.



<b>Estimated Print Run</b>	500,000
<b>Early Reservation (5% Discount)</b>	August 5, 2025
<b>Space Close</b>	October 2, 2025
<b>Material Due</b>	October 9, 2025
<b>Release Date</b>	January 1, 2026

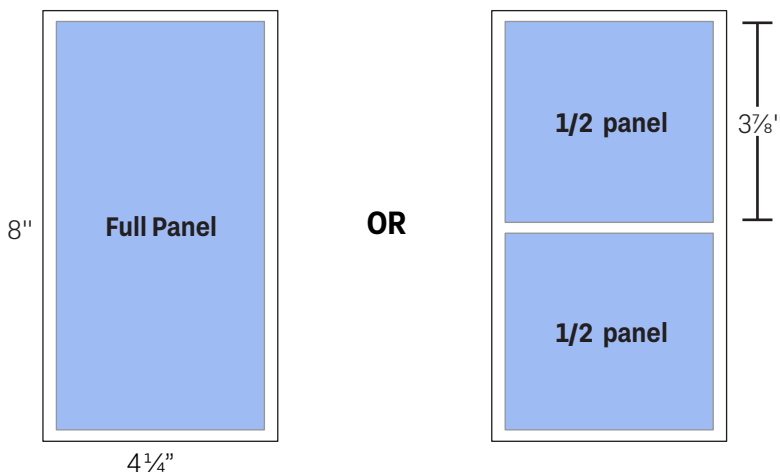
Unit (non-bleed)	Net	Size
Full Panel (one available)	\$15,477	4.25" x 8"
Half Panel (two available)	\$7,739	4.25" x 3.875"

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

### SECURE AD MATERIALS UPLOAD

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."



### 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)