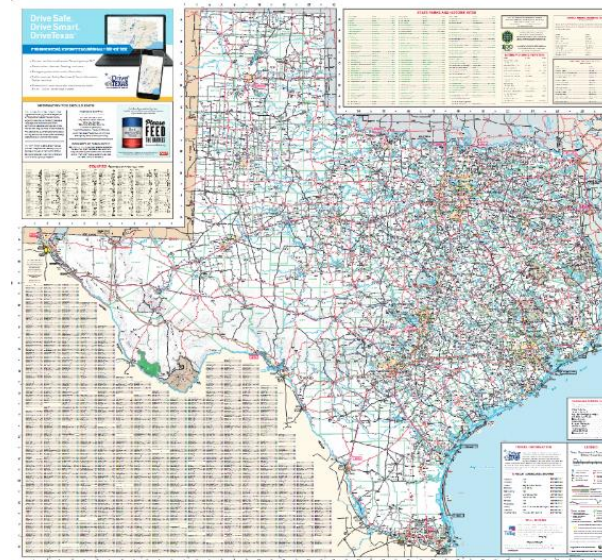
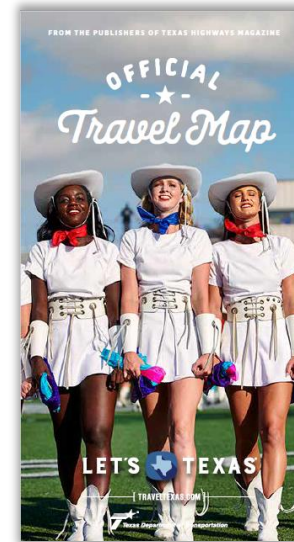


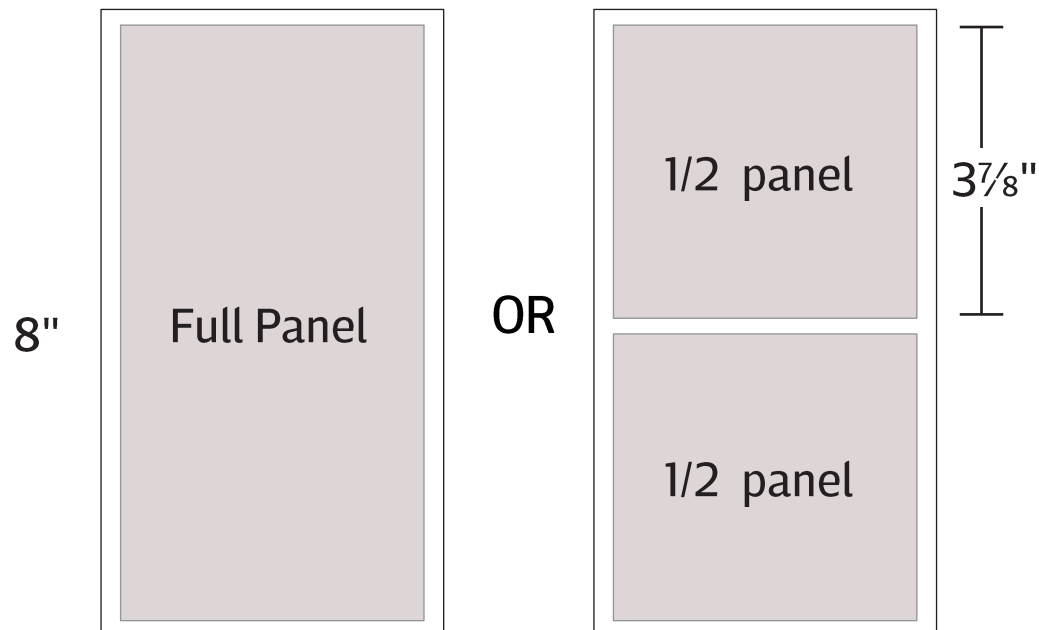
DEADLINES, RATES, & SPECS

2025 Edition	
Estimated Print Run	500,000
Early Reservation (5% discount)	August 5, 2024
Space Close	October 2, 2024
Material Due	October 9, 2024
Release Date	January 1, 2025

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"



- 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

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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5. Fill out your email address.
6. Click 'Submit' for file to upload.
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