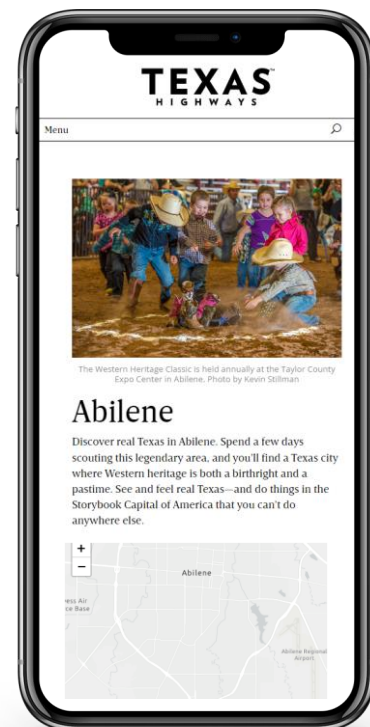


OVERVIEW

Texas' official premier tourism publication promoting travel to and throughout the state.

- The most comprehensive, authoritative and exclusive collection of information on Texas travel available. It encourages travelers to stay longer, see more and explore further.
- Reaches interested travelers in all 50 states.
- As the primary fulfillment publication for Travel Texas (Governor's Office), the Guide is promoted in their marketing campaigns, and the printed guide and both digital versions are available on Texas Tourism's official site, TravelTexas.com (traveltexas.com/plan-ahead/travel-guide/)
- Interactive version now available at texashighways.com/destinations



Annual
publication frequency



500,000
copies printed



**Provides Lead
Generation**



Cost Efficient
Low cost per impression and
year-round distribution/shelf life
means your money works all year

EDITORIAL PROFILE

200 pages of inspiration and information to get the most out of traveling in Texas.

- **SEVEN TOURISM REGIONS** break the massive size of the state into easier-to-enjoy pieces.
- **REGIONAL MAPS** create snapshots of each region to help travelers visualize proximity and see other places they might want to include during an extended visit.
- **TOPICAL SIDEBARS** group information regarding some of the popular places in which to enjoy a particular activity. These include state parks, museums, and historic sites.
- **ACTIVITIES OF INTEREST** include department-style features (history, arts, food, music, outdoors, sports, shopping, family fun, cultures, breweries and wineries) to provide travel ideas for visitors who aren't sure where to start. They also encourage travelers to explore some alternatives they may have missed.
- **TOWN AND ATTRACTION LISTINGS** feature information about more than 400 Texas cities in an easy-to-find format.
- **TRAVEL INFORMATION** including highway rest areas, airports and bus information, toll roads, and other driver and tourism resources are provided to further support Texas explorers.

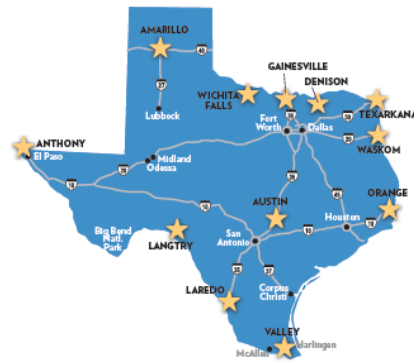


DISTRIBUTION AND PROMOTION

Robust, multi-channel distribution strategy to reach travelers.

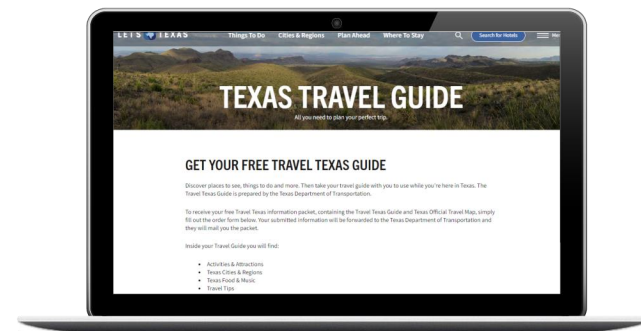
TxDOT Travel Information Centers

12 locations at key border areas across the state; centers receive nearly 2 million visitors annually.



Partnership with Travel Texas

The official fulfillment piece for Travel Texas marketing campaigns and promoted on traveltexas.com. (traveltexas.com/plan-ahead/travel-guide/)



City Distribution Program

Working with contacts at 100+ CVB visitor centers and Chambers of Commerce around the state to stock the Guide and other TxDOT literature.



Travel Rack Display Program

Program with Certified Folder to stock the Guide on display racks in hotels, car rental offices, and other locations reaching active travelers.



Individual Request

We offer many ways for individuals to order the Guide:

- Online at texashighways.com/freepubs
- Calling customer service at 800-452-9292
- Writing to Texas State Travel Guide, PO Box 149249, Austin TX 78714



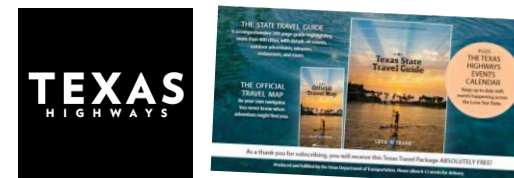
Interactive Edition

At texashighways.com/destinations, listings are fully searchable and updated in real time.



Texas Highways Ecosystem

- Offered to all new subscribers, and renewing subscribers.
- Promoted as a premium in direct mail efforts.
- Dedicated landing pages on TH.com
- Promoted in print ads, banner ads, and in newsletters throughout the year.



Other Marketing Programs

Various promotions reaching realtors, *Texas Parks & Wildlife* magazine subscribers, and more throughout the year.



RATES

- All rates are net
- Special placement requests will be accommodated if possible and will result in a 10% surcharge
- Co-op advertisements do not qualify for special placement

Net Rates

Front of Book

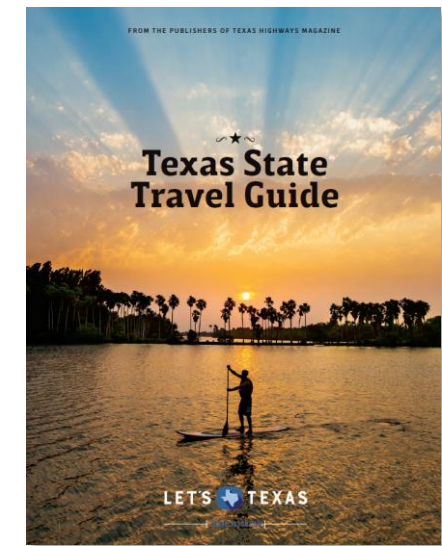
Full Page	\$15,269
Two-Thirds (2/3) Page	\$10,908

Run of Publication

Half (1/2) Page	\$9,172
One Third (1/3) Page	\$5,501
One Sixth (1/6) Page	\$3,469

Premium Positions

Cover 2 (Inside Front)	\$17,559
Cover 3 (Inside Back)	\$17,254
Cover 4 (Back)	\$18,323
Spread (run of publication)	\$29,010
Inside Front Cover Spread	\$31,186
Inside Back Cover Spread	\$30,896



2025 Edition Deadlines

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

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



2025 Edition

Early Reservation (5% discount)	August 5, 2024
Space Close	October 2, 2024
Material Due	October 9, 2024
Release Date	January 1, 2025

Size

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

Full Page Spread/Bleed	Bleed: 17" x 11.125"	Trim: 16.75" x 10.875"
Full Page/Bleed	Bleed: 8.625" x 11.125"	Trim: 8.375" x 10.875"
2/3 Page Vertical	4.625" x 9.375"	
1/2 Page Horizontal	7" x 4.625"	
1/2 Page Vertical	4.625" x 7"	
1/3 Page Horizontal	4.625" x 4.625"	
1/3 Page Vertical	2.25" x 9.375"	
1/6 Page Horizontal	4.625" x 2.25"	
1/6 Page Vertical	2.25" x 4.625"	

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

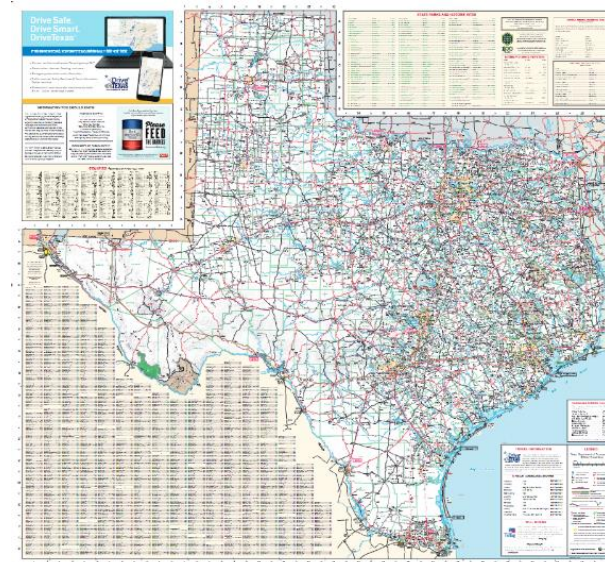
Using TxDOT Box.com

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."

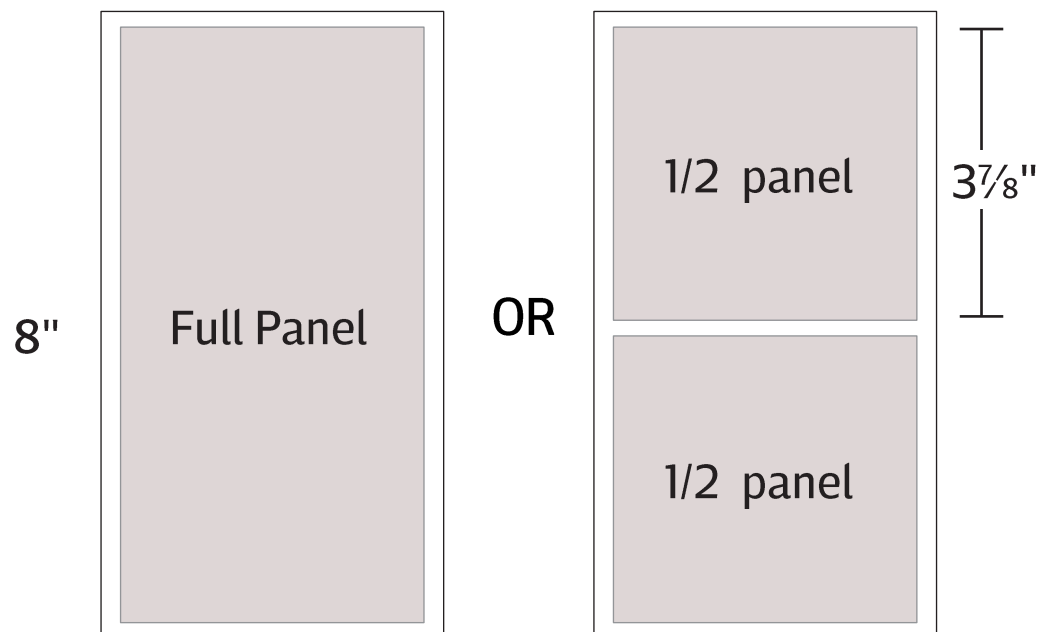
DEADLINES, RATES, & SPECS

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.
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