

# Texas Highways

## TEXAS STATE TRAVEL GUIDE & OFFICIAL TEXAS TRAVEL MAP



The **Texas State Travel Guide** is the essential companion for exploring the Lone Star State. This annually updated, 190 page full-color publication features thousands of Texas destinations, attractions, and must-see experiences, along with maps and practical travel information.

Paired with the **Official Texas Travel Map**, which provides a detailed and accurate view of Texas roadways, scenic routes, and travel centers, these two publications form the perfect set for navigating and exploring Texas.

Texas State Travel Guide content includes:



- **Seven tourism regions** break the massive size of the state into easier-to-enjoy sections.
- **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.

# Texas Highways

## TEXAS STATE TRAVEL GUIDE

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

500,000

Annual  
distribution



Primary fulfillment  
publication for Travel  
Texas campaigns



Low CPM and year-  
round distribution/  
shelf life



Encourages travelers  
to stay longer and see  
more



Targeted distribution reaching interested  
Texas travelers:

### Partnership with Travel Texas

The official fulfillment piece for Travel Texas marketing campaigns and promoted on [traveltexas.com](http://traveltexas.com).

### 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](http://texashighways.com/freepubs) or contacting customer service by phone or in writing.

### Texas Highways Audience

Mailed to all *Texas Highways* magazine subscribers. Promoted online via dedicated landing pages, and in print and social throughout the year. On [TH.com](http://TH.com), listings are fully searchable and updated in real time.

### TxDOT Travel Information Centers

12 locations at key border areas across the state; centers receive over 1.1 million visitors annually.

### TxDOT Safety Rest Areas

Handed out to visitors upon request to 18 TxDOT safety rest areas across the state – with plans for additional locations in 2025.

### 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.



Texas  
Highways



# 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.

## 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."

## AD MATERIAL QUESTIONS?

Send an email to  
[Raquel.Sanchez@txdot.gov](mailto:Raquel.Sanchez@txdot.gov)



## Estimated Print Run

500,000

## Early Reservation (5% Discount)

August 5, 2025

## Space Close

October 2, 2025

## Material Due

October 9, 2025

## Release Date

January 1, 2026

## NOTES

- 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

## Size

- All live and non-bleed elements should be at least 1/2 " from the final trim size.
- Any ad smaller than a full page must NOT have bleeds or crop marks.

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

## 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%

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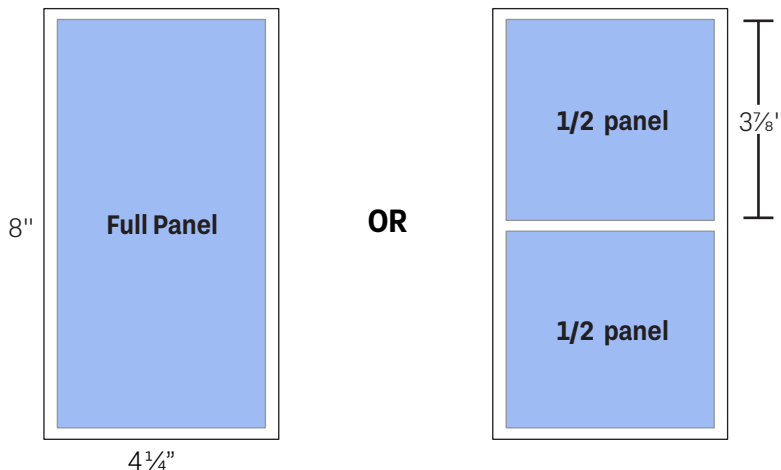
Unit (non-bleed)	Net	Size
Full Panel (one available)	\$15,477	4.25" x 8"
Half Panel (two available)	\$7,739	4.25" x 3.875"

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

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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)