

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%