

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."



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"
1/2 Page	7" 4.625"	Horizontal	
Horizontal		1/6 Page	2.25" x 4.625"
1/2 Page Vertical	4.625" x 7"	Vertical	

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%

AD MATERIAL QUESTIONS?

Send an email to

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