

# Texas Highways

## WEBSITE

Our award-winning website is the ultimate online resource for Texas travelers, bringing together our full suite of expert travel products.



**2024 Awards of Excellence:**  
Animation Design &  
Individual Portfolio



**2024 Website of the Year**

**177,000+**

Monthly  
uniques, avg.

**285,000+**

Monthly page  
views, avg.

**1.61**

Pages per user

**1M 39S**

Time on site



### Texas Highways Magazine

Stories and enhanced features from the magazine, digital issue archive

### Award-Winning Digital Features

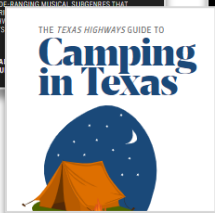
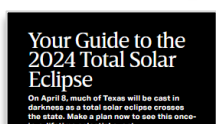
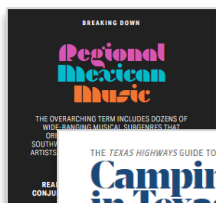
Exclusive to [texashighways.com](http://texashighways.com)

### Events

The most comprehensive and up-to-date events calendar (unmatched by any other resource in Texas)

### Travel Guide

Searchable database of attractions and city details sourced from the *Texas State Travel Guide*



**EVENTS**

TEXAS STATE  
-\*-  
*Travel Guide*

## Rates, Deadlines & Specs

177,000+ monthly uniques



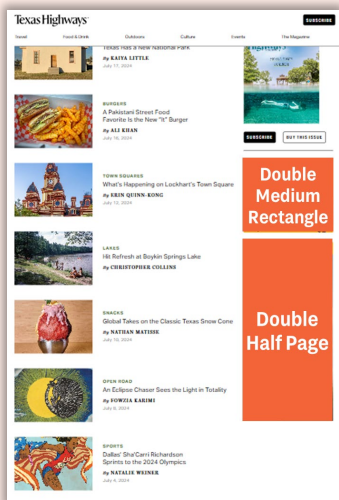
Space close is the 1<sup>st</sup> of the preceding month; materials due the 15<sup>th</sup> of the preceding month.

If either space or materials close falls on a weekend or holiday, deadline moves to the next business day.

### 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."



Unit	Net	Size
'Double' Medium Rectangle	\$590	600 x 500
'Double' Half Page	\$800	600 x 1200

### NOTES

- Banners are sold in 25,000 impression increments, scheduled to be delivered in a 30-day period based on the TxDOT ad server.
- In the event impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered.
- Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.

### TECHNICAL GUIDELINES

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, iFrames.
- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- Include click-through URL for each unit.
- Audio may not begin playing without direct user action within the banner area.
- No on-load pop-over ads.
- No banners that require/install additional plug-ins (com- et cursor, etc.).
- Client is responsible for tracking click-thrus on JavaScript and iFrame ads hosted by a 3rd party.
- If unfamiliar, refer to this guide from Adobe: [adobe.com/resources/richmedia/tracking/designers\\_guide](https://adobe.com/resources/richmedia/tracking/designers_guide)

### AD MATERIAL QUESTIONS?

Send an email to

[Raquel.Sanchez@txdot.gov](mailto:Raquel.Sanchez@txdot.gov)

# Texas Highways

## NEWSLETTERS

Five monthly newsletters deliver curated travel ideas straight to the inboxes of our engaged readers.

**90,500+**

Opt-in subscribers,  
avg. per edition

**44%**

Open rate, per  
edition avg.

**40,000+**

Impressions per  
edition, avg.

**8,400+**

Clicks per edition,  
avg.



### The Scenic Route Monthly

Slow down and let us guide you through the state's charming stays, hidden gems, natural attractions, roadside oddities, and more.



### Events Calendar Monthly

Stay in the know with a curated selection of festivals, concerts, exhibitions, and celebrations happening across the state.



### Behind the Issue 10x/year

Get a glimpse of what goes into the making of each edition of *Texas Highways* with outtakes, interviews, and a preview of what's inside.



### Fuel Up\* 10x/year

Go on a culinary journey around the state with our food and dining editor. You'll learn about innovative regional cuisine, upcoming culinary events, in-season produce, and more.



### The Long Road Monthly

Looking for a quick hit of travel inspo? We'll send you one curated long-form read each month to motivate your next adventure.

\*Fuel Up will start with a new list of opt-in subscribers; ask your representative about current list size and special pricing offers.

## Rates, Deadlines, Specs

Five monthly newsletters to 90,000+ opt-in subscribers

Unit	Net	Available In
Sponsored Content	\$2,156	- One (1) each in: Scenic Route, Events Calendar, Behind the Issue, Long Road - Two (2) in Fuel Up
Banner	\$1,840	- One (1) each in: Scenic Route, Events Calendar, Behind the Issue

Edition	Freq.	Units Available	Deployed	Space	Material
Scenic Route	12x/yr	-1 Sponsored Content -1 Banner	The first week of each month		
Events Calendar	12x/yr	-1 Sponsored Content -1 Banner	On or about the 15 <sup>th</sup> of each month	The 1st of the preceding month*	The 7 <sup>th</sup> of the preceding month*
Behind the Issue	10x/yr	-1 Sponsored Content -1 Banner	The last week of the month		
Fuel Up*	10x/yr	-2 Sponsored Content	The last week of the month		
The Long Road	12x/yr	-1 Sponsored Content	The very end of the month		

\*Fuel Up will start with a new list of opt-in subscribers; ask your representative about current list size and special pricing offers.

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[Raquel.Sanchez@txdot.gov](mailto:Raquel.Sanchez@txdot.gov)

### SPONSORED CONTENT

#### IMAGE/ PHOTO

- 1200x600 pixels (displays as 600x 300 on mobile)
- GIF, JPG, or PNG
- 1MB max file size
- Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay; no logos

#### COPY CHARACTERS

- Headline: <35
- Body copy: <160
- Call-to-action button copy: <20

#### OTHER REQUIREMENTS

- Must provide link (click-thru URL) for call-to-action button

#### NOTES

- Editors reserve the right to make minor edits for grammatical clarity
- Will appear as the second position after the first editorial 'block'
- Texas Highways will add a 'sponsored' bar at the top of the photo

### BANNER

#### SIZE/ WEIGHT

- 600 x 100, 300 PPI (pixel density) for crispness (displays as 600x100 on desktop and 300x50 on mobile)
- 1MB max file size

#### FORMATS

- GIF, JPB, 8-BIT or PNG (no Javascript)

#### OTHER REQUIREMENTS

- Must provide link (click-thru URL) for call-to-action button

#### NOTES

- If providing an animated GIF, maximum of 3 loops/ :15 seconds
- Note: Not all email clients will display the animation. If supplying an animated GIF, place your call to action on the first and last frame to ensure your message is communicated to email clients that do not support animation.