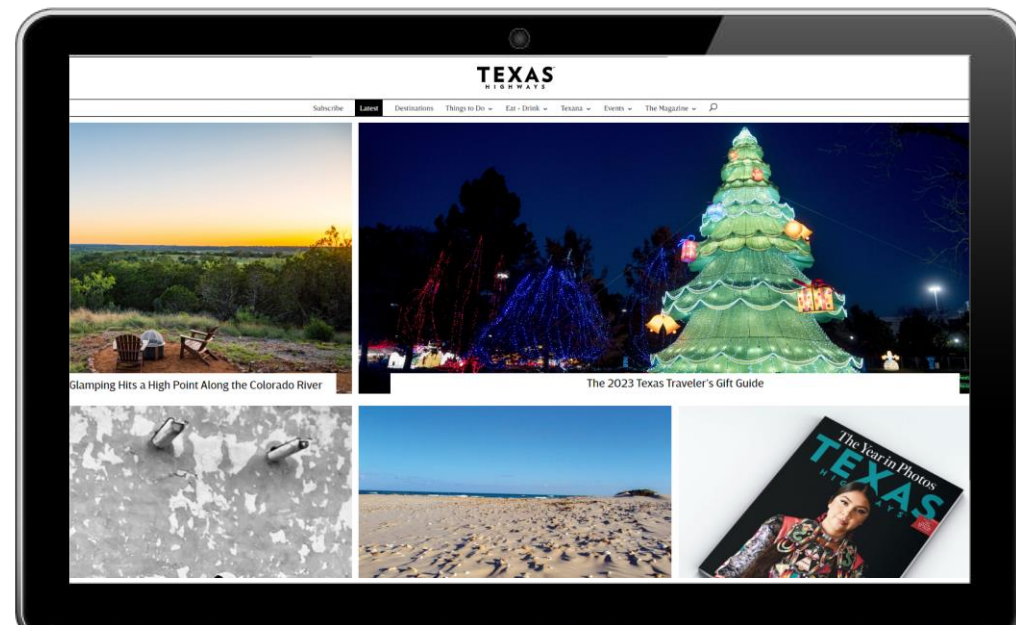


OVERVIEW

On-demand coverage of the people, places, and wide-open spaces of Texas.

- Web-exclusive stories featured weekly; greater focus on more timely travel news.
- Core content sections include Destinations, Eat + Drink, Things to Do, Texana, and Events.
- Events section houses the most comprehensive, searchable event information repository in the state, with information updated in real time.
- Magazine archive available through 2014; anticipate full archive availability from 1975 by end of 2024.



2.5 Million+
annual users
(Jan23-Dec23)



4.2 Million +
annual page views
(Jan23-Dec23)



+55%
user increase since
Jan 2022



+223%
pageview increase
since Jan 2022

RATES, DEADLINES, SPECS

- All rates are net
- Space close is the **1st of the preceding month**; materials due the 15th of the preceding month
- If either space or materials close falls on a weekend or holiday, deadline moves to the next business day

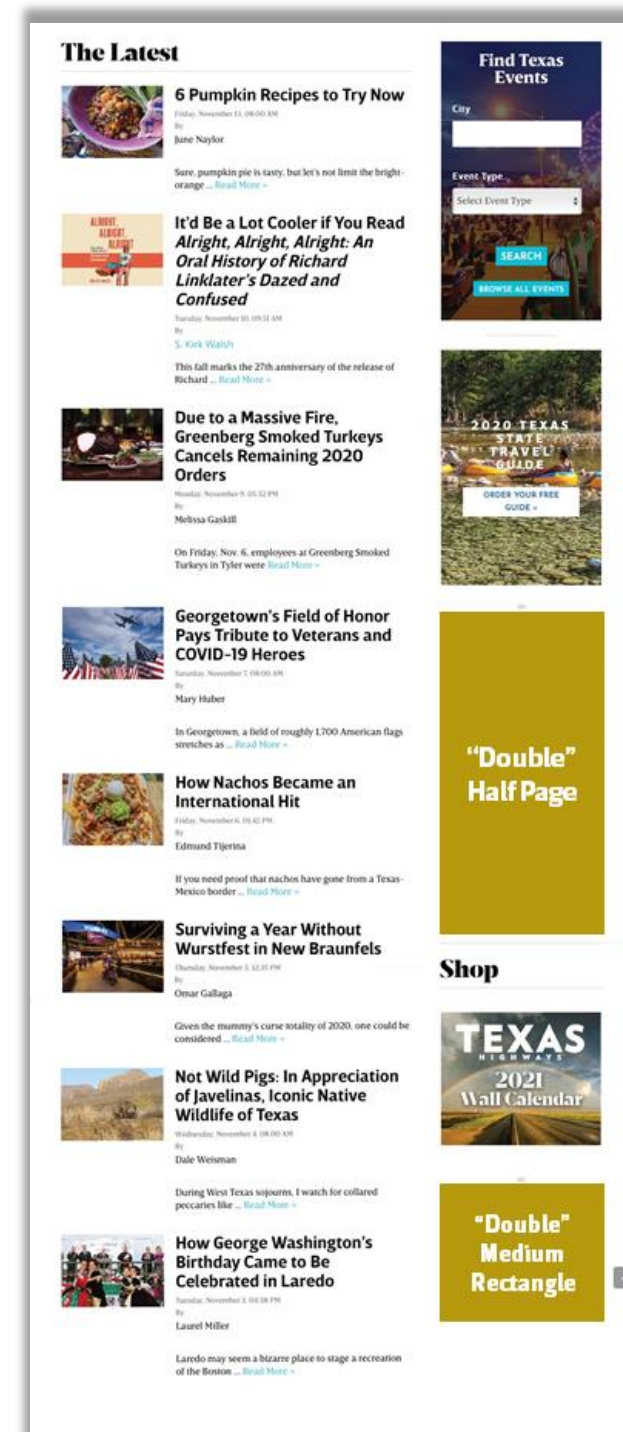
Unit	Net	Size
'Double' Medium Rectangle	\$590	600 x 500
'Double' Half Page	\$800	600 x 1200

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



AD MATERIAL QUESTIONS?

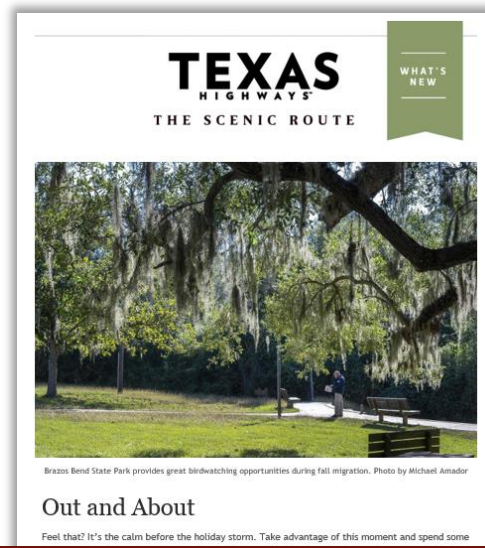
Send an email to
Raquel.Sanchez@txdot.gov

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, web, 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."

OVERVIEW

Keep up with what's new from Texas Highways and what's happening around the state with three monthly newsletters.

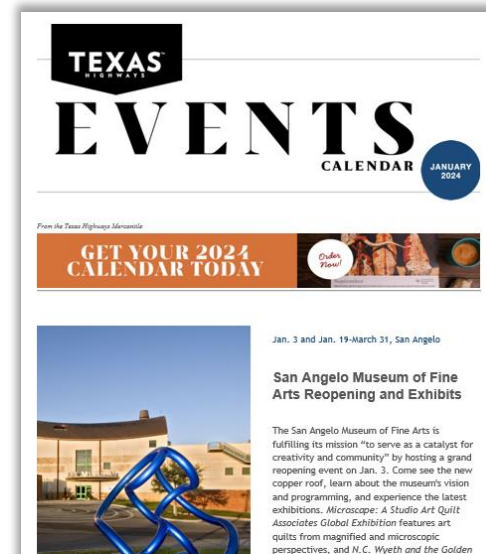


1

THE SCENIC ROUTE

A monthly roundup of content only found on our website.

Deployed the first week of each month



2

EVENTS CALENDAR

A variety of hand-picked events from the *Texas Highways Events Calendar*.

Deployed on or about the 15th of each month



3

BEHIND THE ISSUE

A selection of the stories and photos in each month's magazine.

Deployed the last week of each month.*



90,400+
opt-in subscribers
(avg. per edition)



30%
avg. open rate



27,300+
avg. impressions
per edition

RATES & DEADLINES

- All rates are net
- Two exclusive units available for each edition; one sponsored content and one banner

Unit	Net
Sponsored Content	\$2,156
Banner	\$1,840

- Space closes for all editions **the 1st of the preceding month**; materials due 7 days after
- If either space or materials close falls on a weekend or holiday, deadline moves to the next business day

	Issue	Deployed	Space	Material
1	Scenic Route	The first week of each month	The 1st of the preceding month	7 days after space close
2	Events Calendar	On or about the 15 th of each month		
3	Behind the Issue	The last week of each month*		

*For combined issues (Jan/Feb and Jul/Aug), issue content is split in two editions.



SPECS

EXCLUSIVE 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

EXCLUSIVE 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

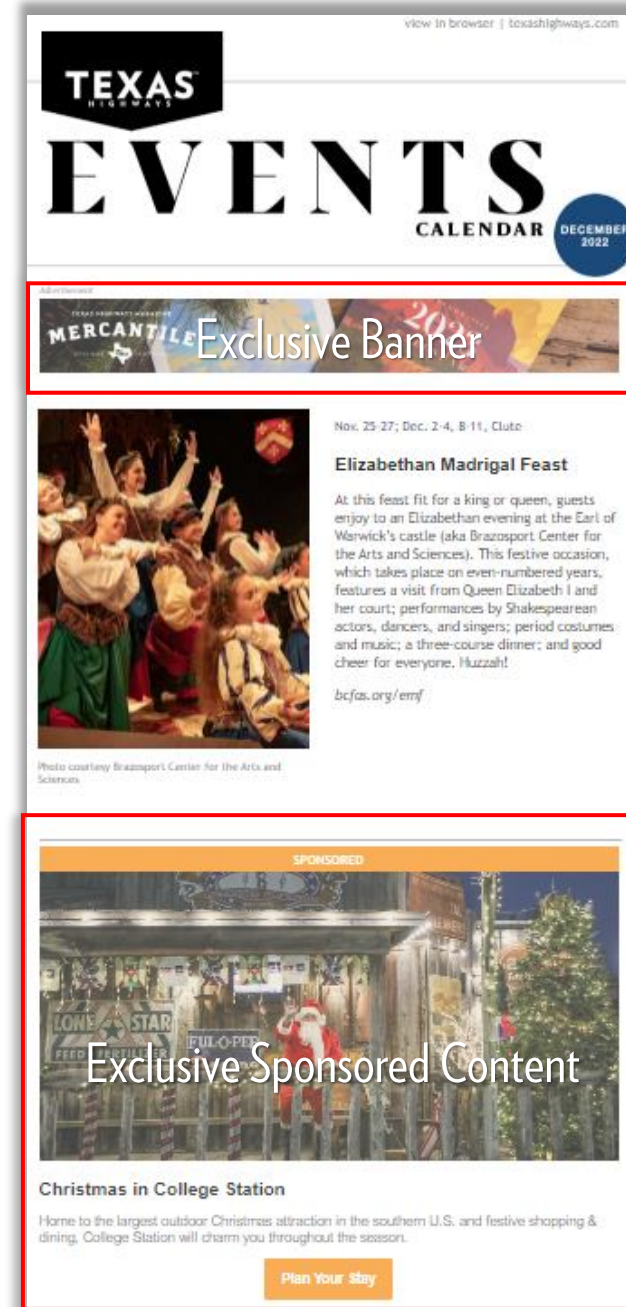
- GIF, JPB, 8-BIT or PNG (no Javascript)

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.



AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

SECURE AD MATERIALS UPLOAD

Using TxDOT Box.com

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