

## 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.

### SECURE AD MATERIALS UPLOAD

Using TxDOT Box.com

- Go to <https://texashighways.com/submitads>
- Select the link on the page that corresponds to the property for which you are uploading materials (magazine, website, etc.).
- Select the file(s) you would like to upload from your computer.
- Fill out the "Client name, issue date" field.
- Fill out your email address.
- Click 'Submit' for file to upload.
- 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)

### 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.