



TEXAS HIGHWAYS™

THE TRAVEL MAGAZINE OF TEXAS

TEXAS HIGHWAYS MAGAZINE & DIGITAL
EVENTS CALENDAR | TEXAS STATE TRAVEL GUIDE & MAP

TEXAS

HIGHWAYS™

THE TRAVEL MAGAZINE OF TEXAS

The only magazine brand fully dedicated to Texas travel.

We are an **award-winning, multimedia brand** whose mission is to inspire travel to and within Texas.

Our **unrivaled travel coverage** transcends generations, lifestyles, and geographic boundaries. We aim to welcome everyone to our pages who seeks to know more about the stunning diversity of Texas' people, places, and wide-open spaces.

- ✦ Curated recommendations
- ✦ Authentic experiences
- ✦ Rich storytelling
- ✦ Iconic photography
- ✦ Rigorously fact-checked
- ✦ Non-political & positive editorial

No wonder **generations of Texans** have trusted TEXAS HIGHWAYS to bring them the best of the Lone Star state!

Recognized across the industry with dozens of awards since 2018, and counting...

37

Editorial
Awards

21

Design
Awards

14

Photography
Awards

3

Digital/ Web
Awards

***The Best American
Travel Writing***

Three notable mentions

***The Best
American Essays***

One notable mention

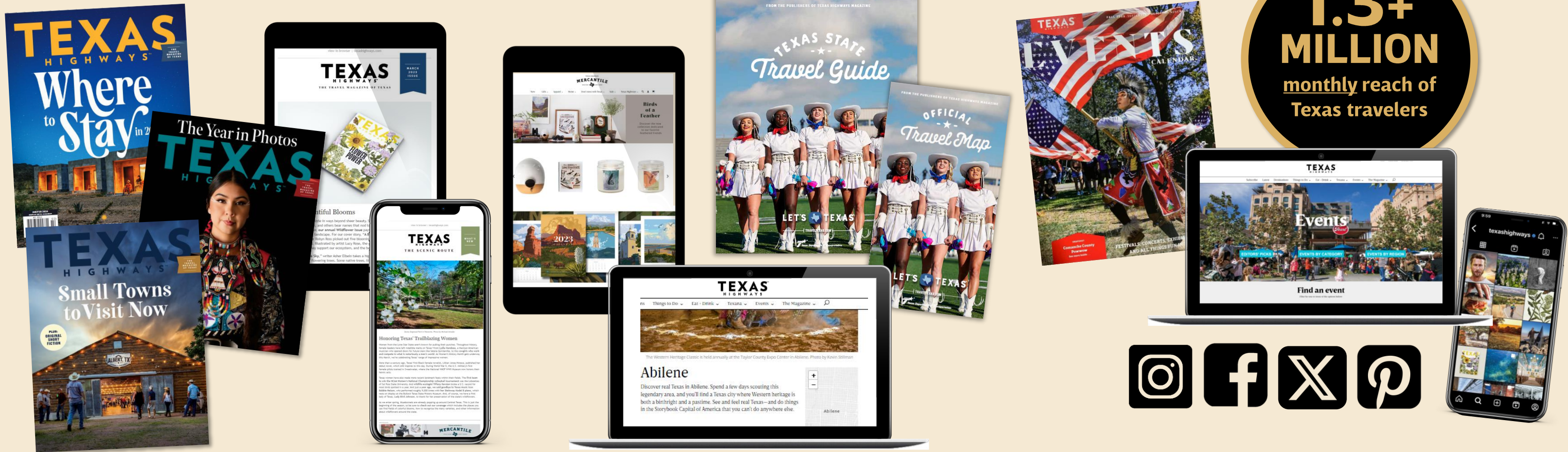
***National
Magazine Awards***

Three recent nominations



Savvy travelers want our products in their mailbox, inbox, and at their fingertips – no matter where they are in the journey.

1.3+
MILLION
monthly reach of
Texas travelers



INSPIRE & INFORM

Texas Highways Magazine
TexasHighways.com
Texas Highways Newsletters
Texas Highways Mercantile

PLAN & ACT

Texas Highways Events Calendar
Texas State Travel Guide
Official Texas Travel Map

CONNECT

Instagram
Facebook
X (Twitter)
Pinterest

OVER 15 MILLION

Savvy Texas Travelers reached each year

Texas Highways Magazine



283,000+

Monthly Readership

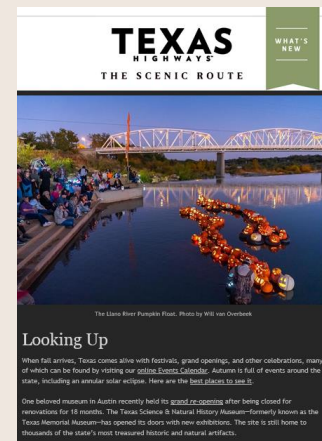
Texas Highways Web



208,333

Monthly visitors

Texas Highways Newsletters



271,000+

Monthly distribution (3 editions monthly)

Texas Highways Mercantile



5,400+

Monthly unique visitors

Texas Highways Events Calendar



65,000

Quarterly distribution

Texas State Travel Guide



500,000

Annual distribution

Official Texas Travel Map



500,000

Annual distribution

Social Media Following

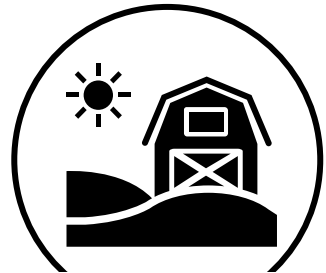


437,400+

Facebook: 267,000+
Instagram: 112,000+
Twitter: 49,500+
Pinterest: 8,900+

EDITORIAL HIGHLIGHTS

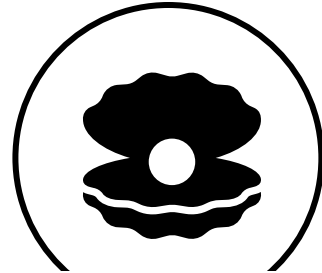
Featuring reader favorites in every issue and actionable travel recommendations for all kinds of travelers.



Small Towns



Weekend Getaways



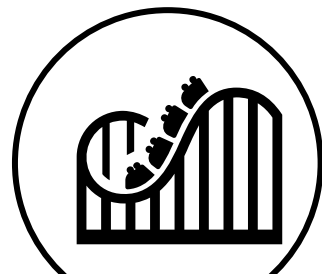
Hidden Gems



History & Culture



Road Trips



Events & Experiences



Food & Dining

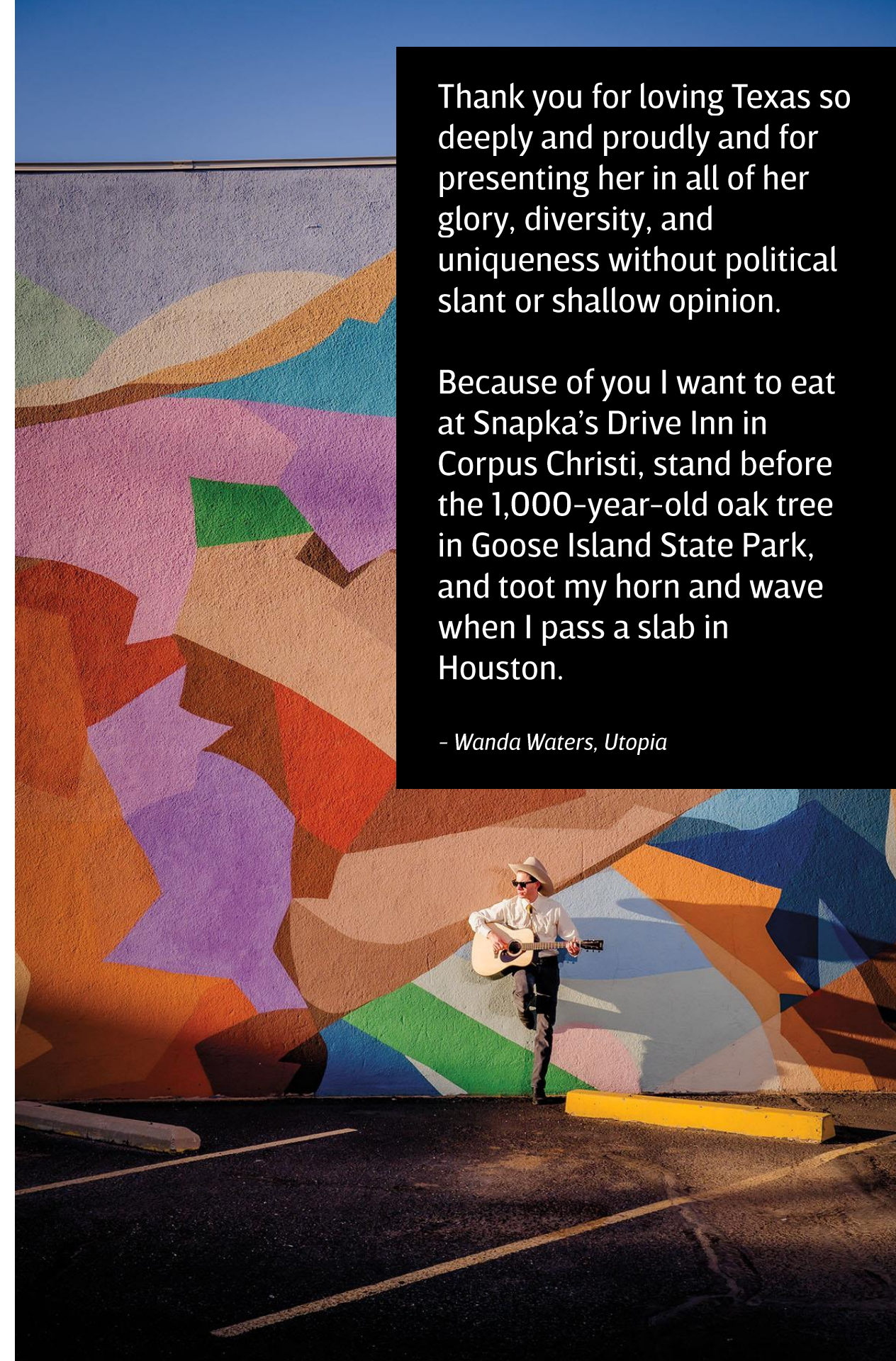


Shopping

Thank you for loving Texas so deeply and proudly and for presenting her in all of her glory, diversity, and uniqueness without political slant or shallow opinion.

Because of you I want to eat at Snapka's Drive Inn in Corpus Christi, stand before the 1,000-year-old oak tree in Goose Island State Park, and toot my horn and wave when I pass a slab in Houston.

- Wanda Waters, *Utopia*



DEPARTMENT DESCRIPTIONS

MERGE

Reader letters, story feedback, and our favorite social media posts.

SIGHTSEER

Features a beautiful Texas vista each month with a map and a description of its location.

LIKE A LOCAL

A distinguished resident takes readers on a tour of their small Texas town.

OPEN ROAD

A long form, personal essay featuring notable Texas writers exploring the places that inspire them.

DRIVE

Whether you're on the road with young children, teenagers, or extended family, traveling on a budget, or looking for adventure, an off-beat souvenir, or some out-of-the-way place you can claim to have found on your own, Drive takes you there.

GETAWAY

Getaway highlights excursions that will inspire readers' next weekend road trip, whether they've got an hour, a week, or a month to plan ahead.

PLATES

Food-related travel destinations and activities from farm to table. Exciting meals, trends, cocktails, and chefs that will inspire you to make the trip.

TEXANA

An in-depth examination of Texas history and culture.

EVENTS

Editor's spotlight on a can't-miss event plus curated listings of major events across the state.

DAYTRIPPER with Chet Garner

The adventures—and occasional misadventures—of Chet Garner, host of The Daytripper® travel show on PBS, as he travels around the Lone Star State.

SPEAKING OF TEXAS

Noteworthy Texans share their stories and their picks for must-see destinations across the state.

VINTAGE

An iconic photo from Texas' past with historical anecdotes.

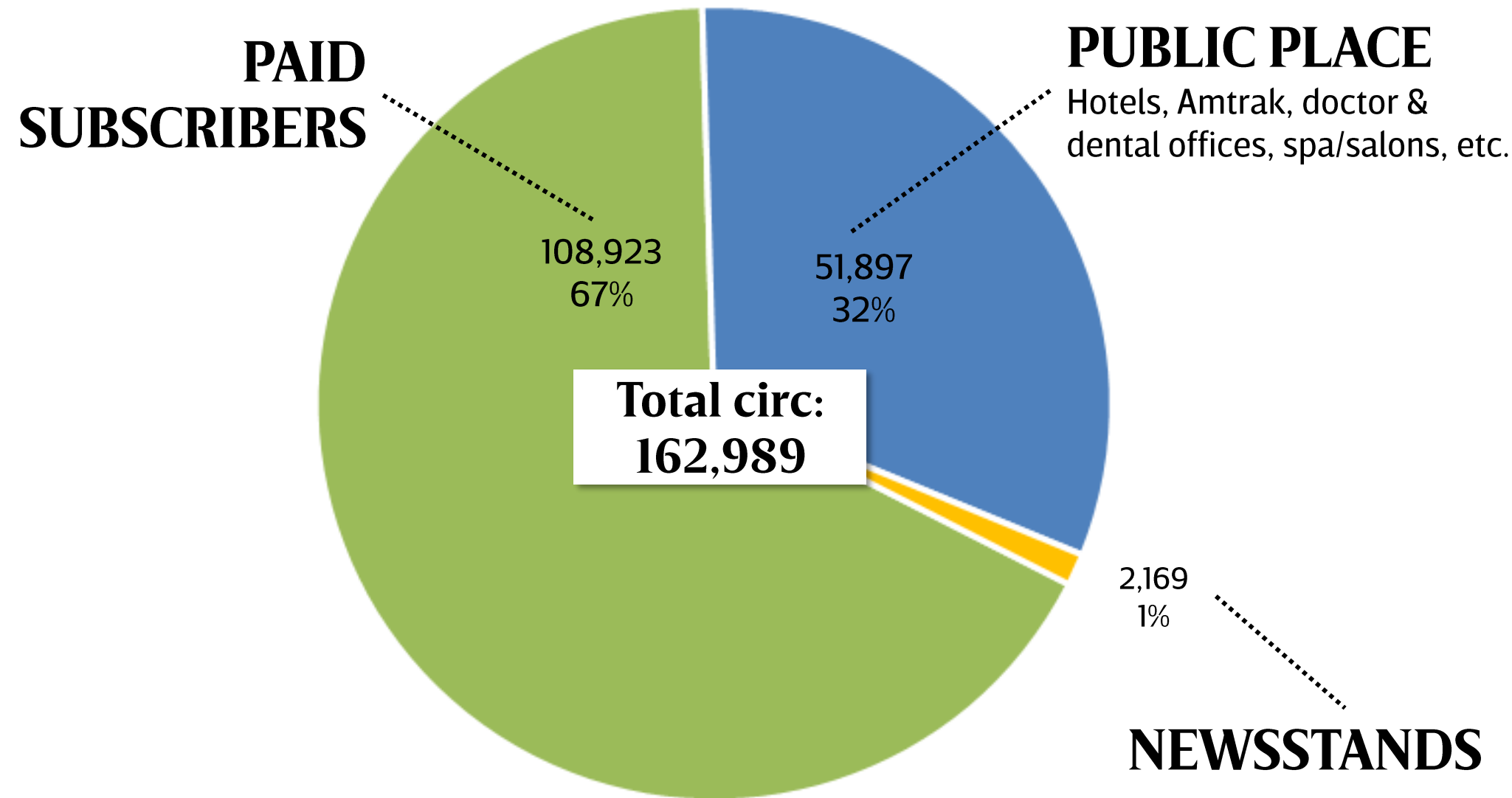
AUDIENCE SNAPSHOT

Across touchpoints, Texas Highways delivers affluent audiences that travel often and spend freely on their vacations.



CIRCULATION / READERSHIP

Delivers 283,000+ total readership each issue



...we always start our planning for my next visit with the question, "What does Texas Highways say?" I really enjoy the variety of topics, the beautiful photography, and the diversity of people featured in the pages of your magazine.

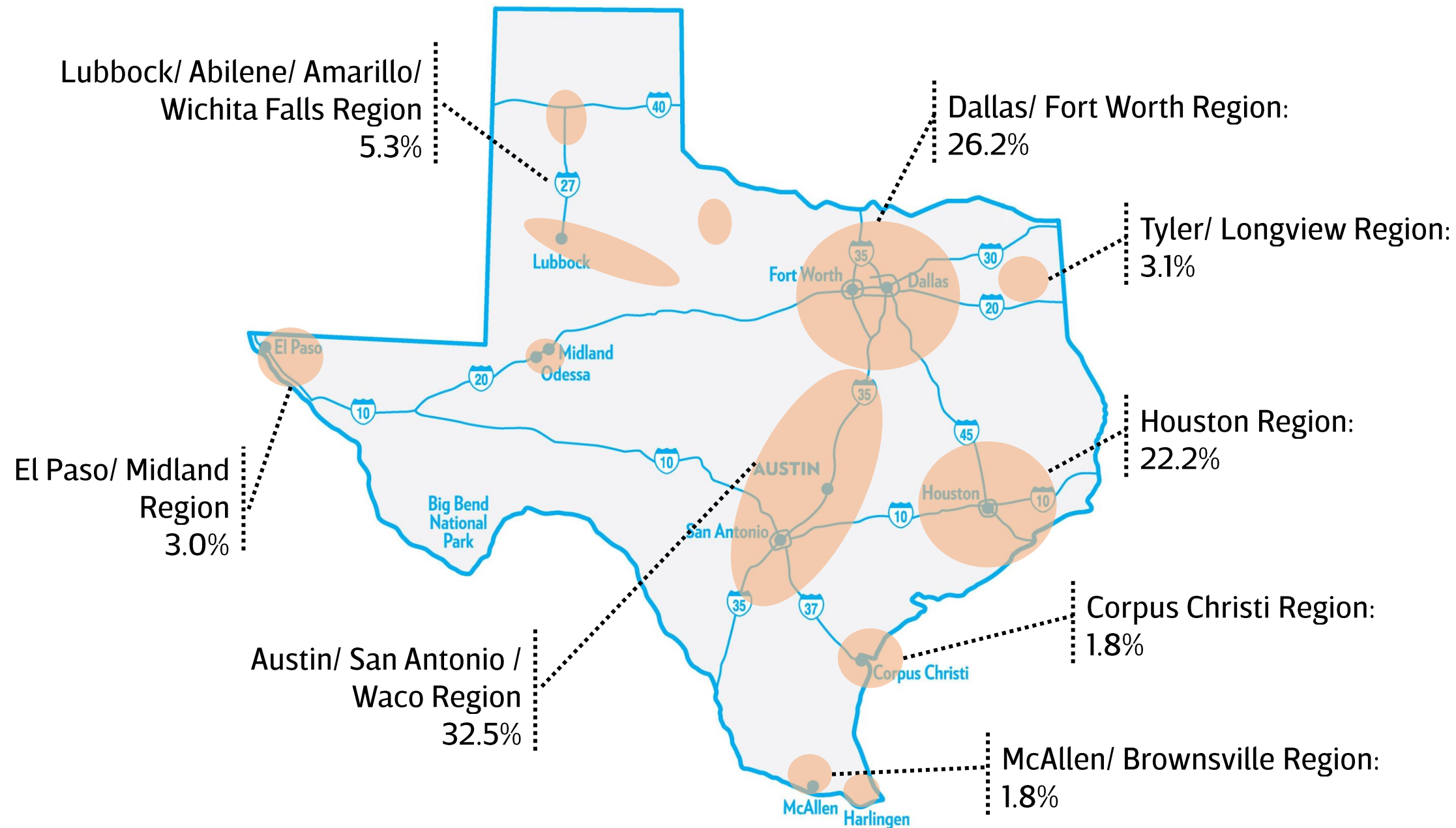
- Brenda Morris (Feb 2022 'Merge')



Circulation based on Jan-Sep23 avg issue. Readership based on 1.75 readers per copy, 2017 Smith Johnson Texas Highways reader survey.

TEXAS COVERAGE

Texas Highways magazine is in all zip codes across Texas and reaches 1,400+ small towns



95.9%
distribution in
Texas



3.8%
US distribution
outside of Texas



0.2%
international
distribution

MULTICHANNEL ENGAGEMENT

Readers have a long-standing and deeply engaged relationship with the brand and follow us as we expand our reach and content offerings across platforms.



**Unmatched
magazine loyalty..**

82%
read every issue

69 MINUTES
average time spent
reading an issue

\$21.48

Average subscription price, vs.
\$13.20 for *Texas Monthly**



**...and unprecedented
digital growth**

+55%
web user increase
since Jan 2022

+223%
web pageview increase
since Jan 2022

+22%
Instagram audience
growth, since Jan 2021

+26.1%
Avg web engagement
time, 2022 vs. 2023[^]

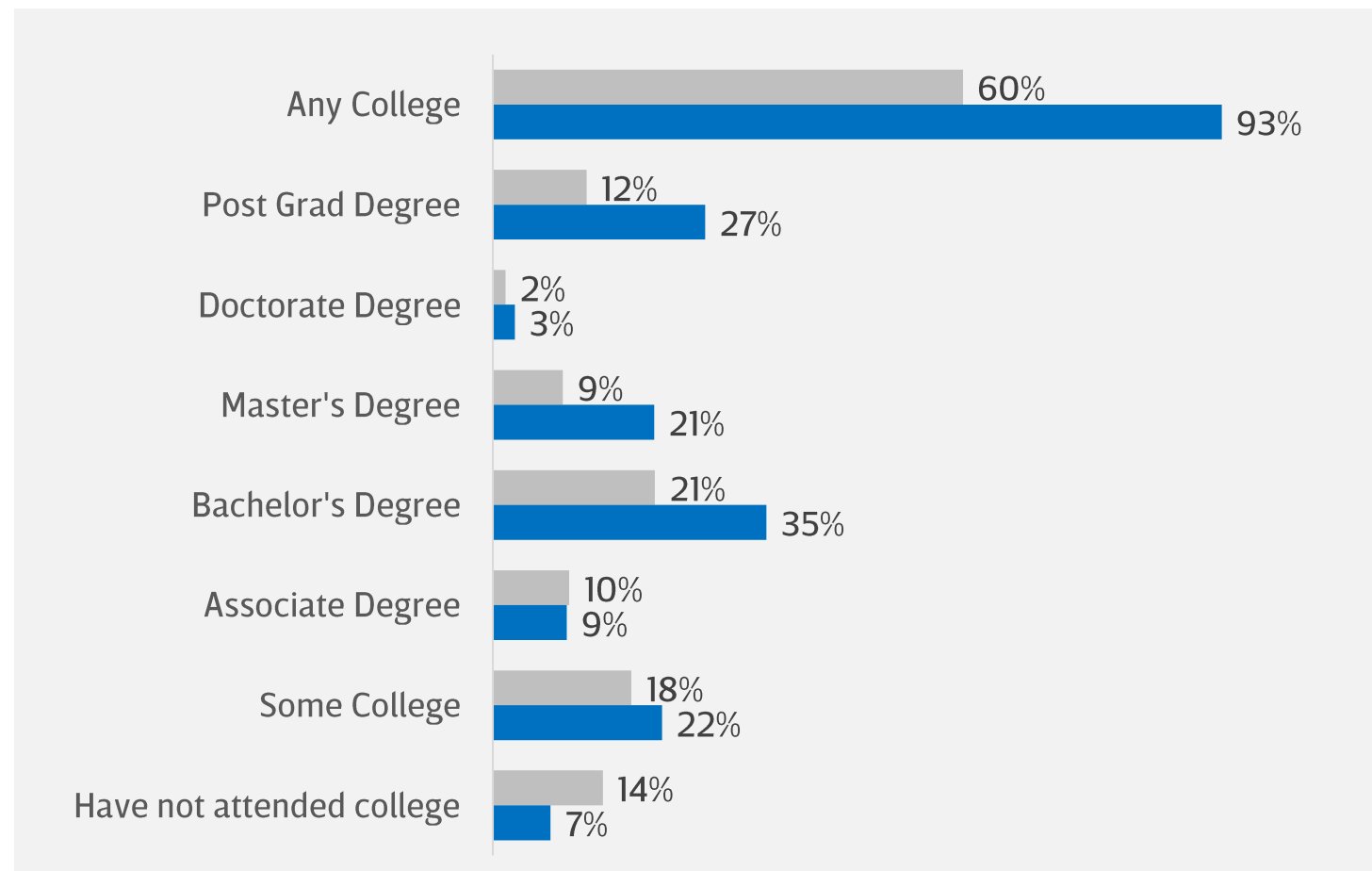
*Texas Monthly December 2021 Publisher's Statement ^Jan-Dec 2022 = 1:09 time spent per active user, Jan-Dec 2023 = 1:27

EDUCATED AND AFFLUENT

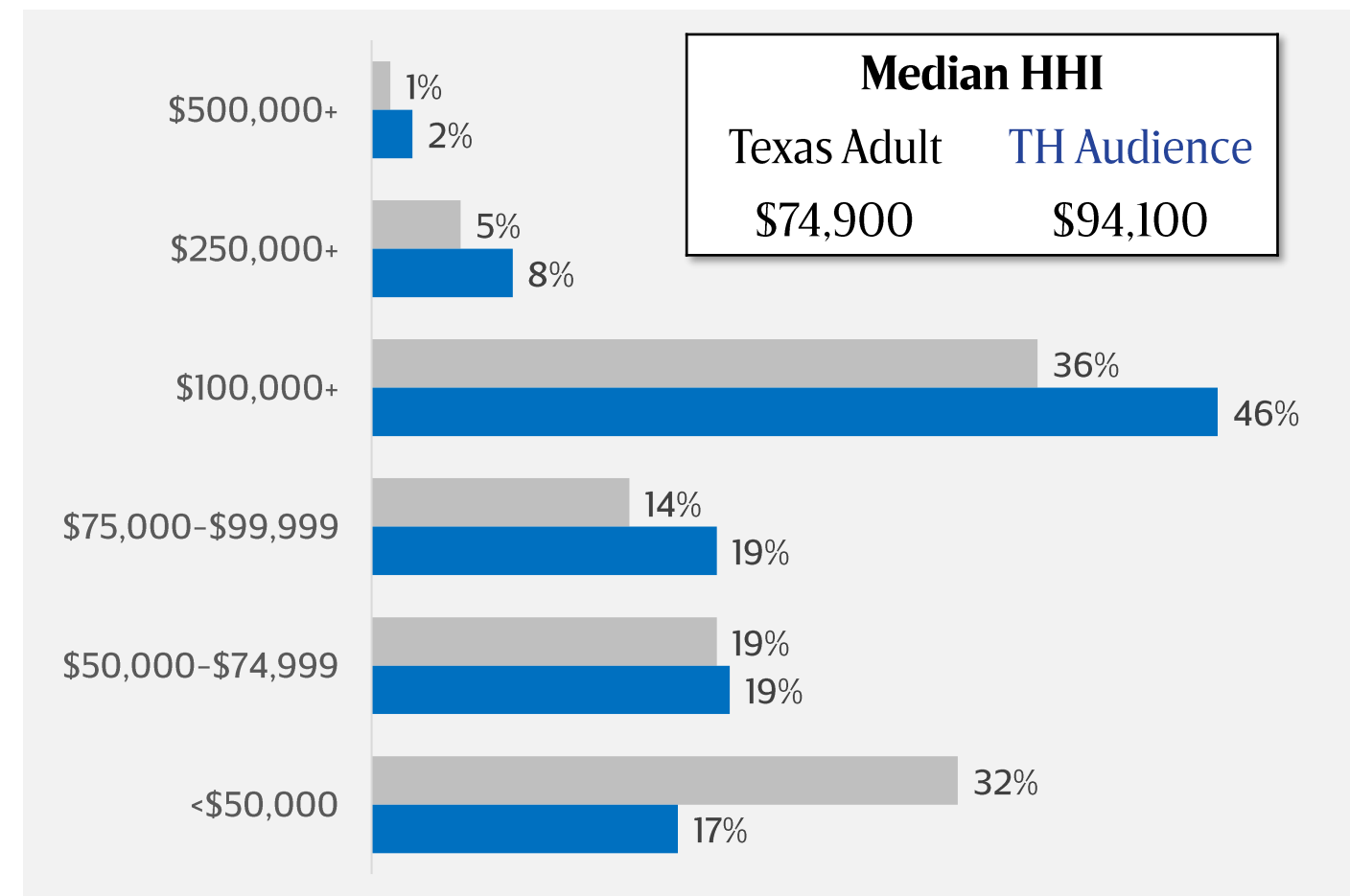
56% of our readers have a household income of \$100,000+, and 59% have a Bachelor's Degree or higher.

■ Texas Adult ■ Texas Highways Audience

Education

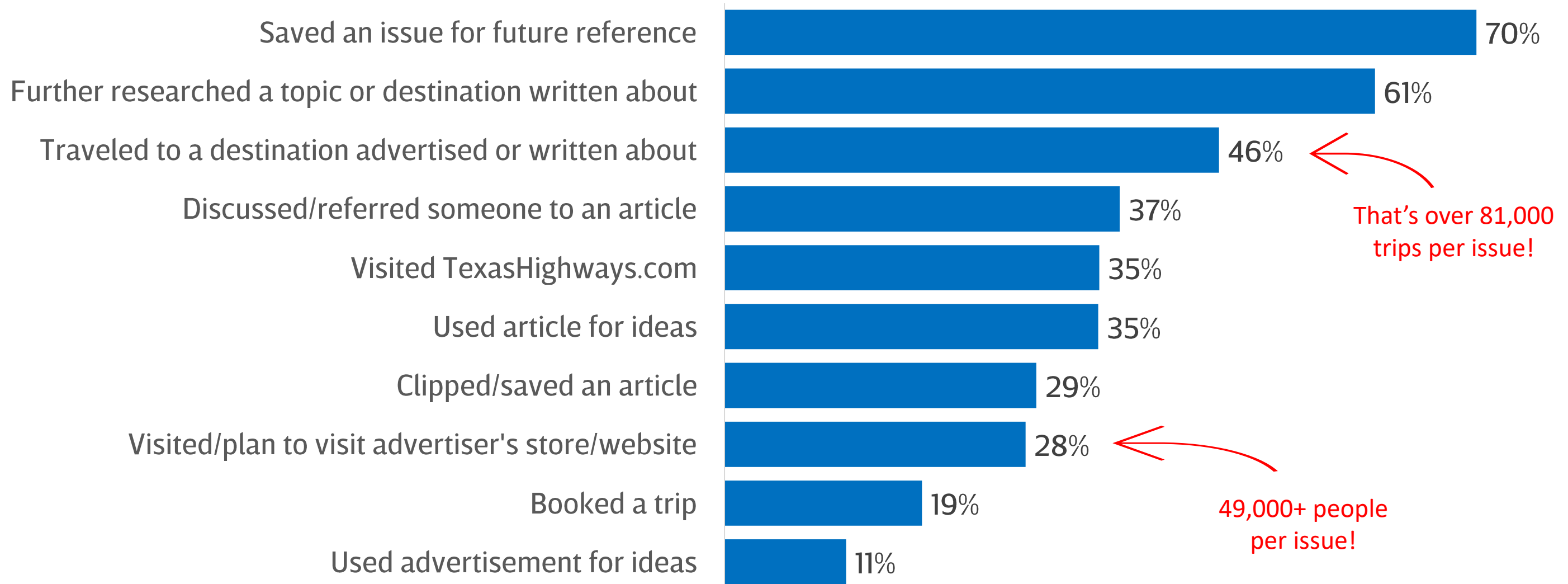


Household Income



ENGAGEMENT = ACTION

Nearly all Texas Highways readers – 96% – are inspired to act as a direct result of their print engagement.

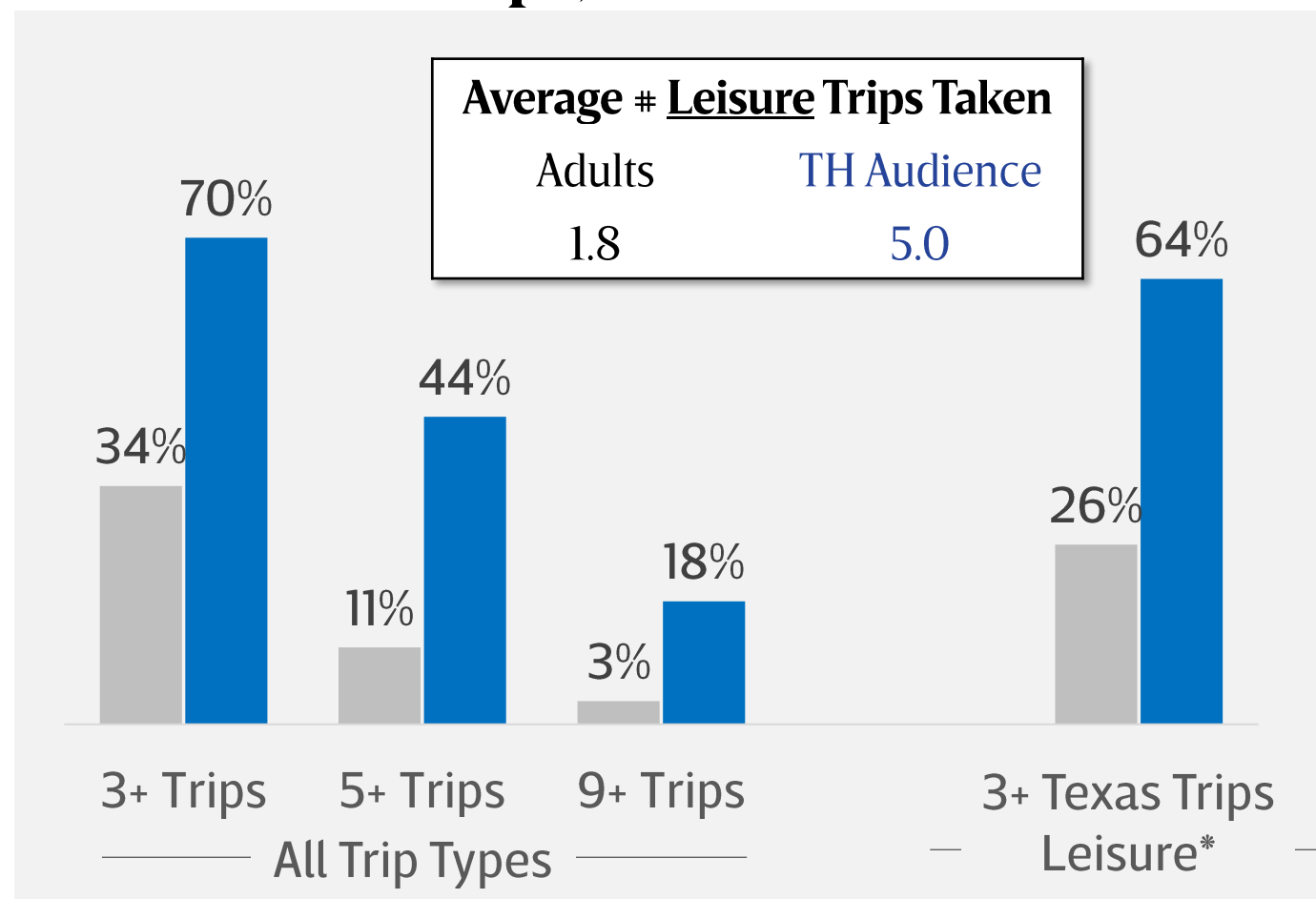


READERS TRAVEL MORE, AND SPEND MORE

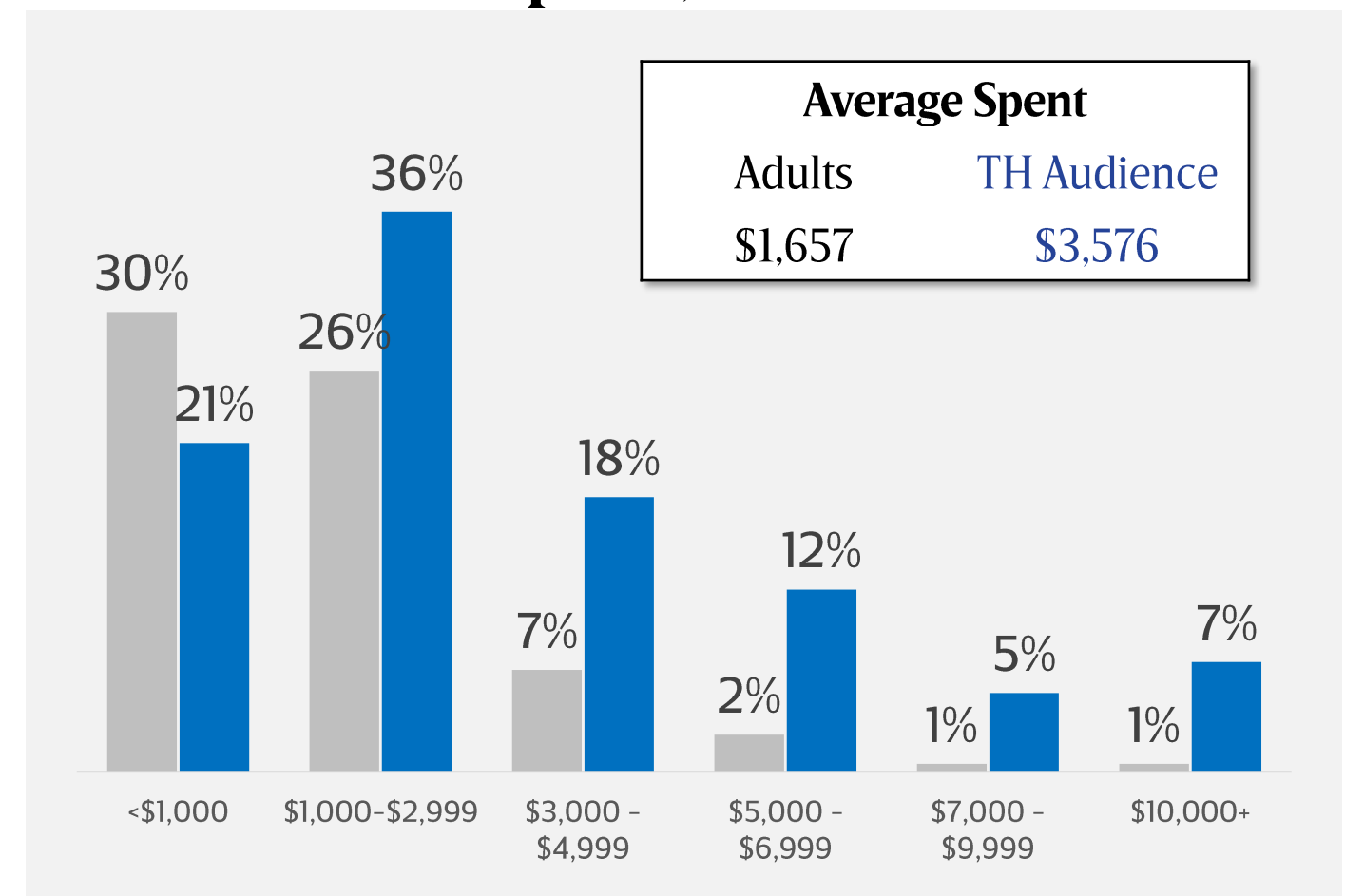
Readers take an average of 3.2 more trips per year, and spend nearly twice as much on their vacation spend as the average vacationing adult

■ Adult ■ Texas Highways Audience

of Trips, Last 12 Months

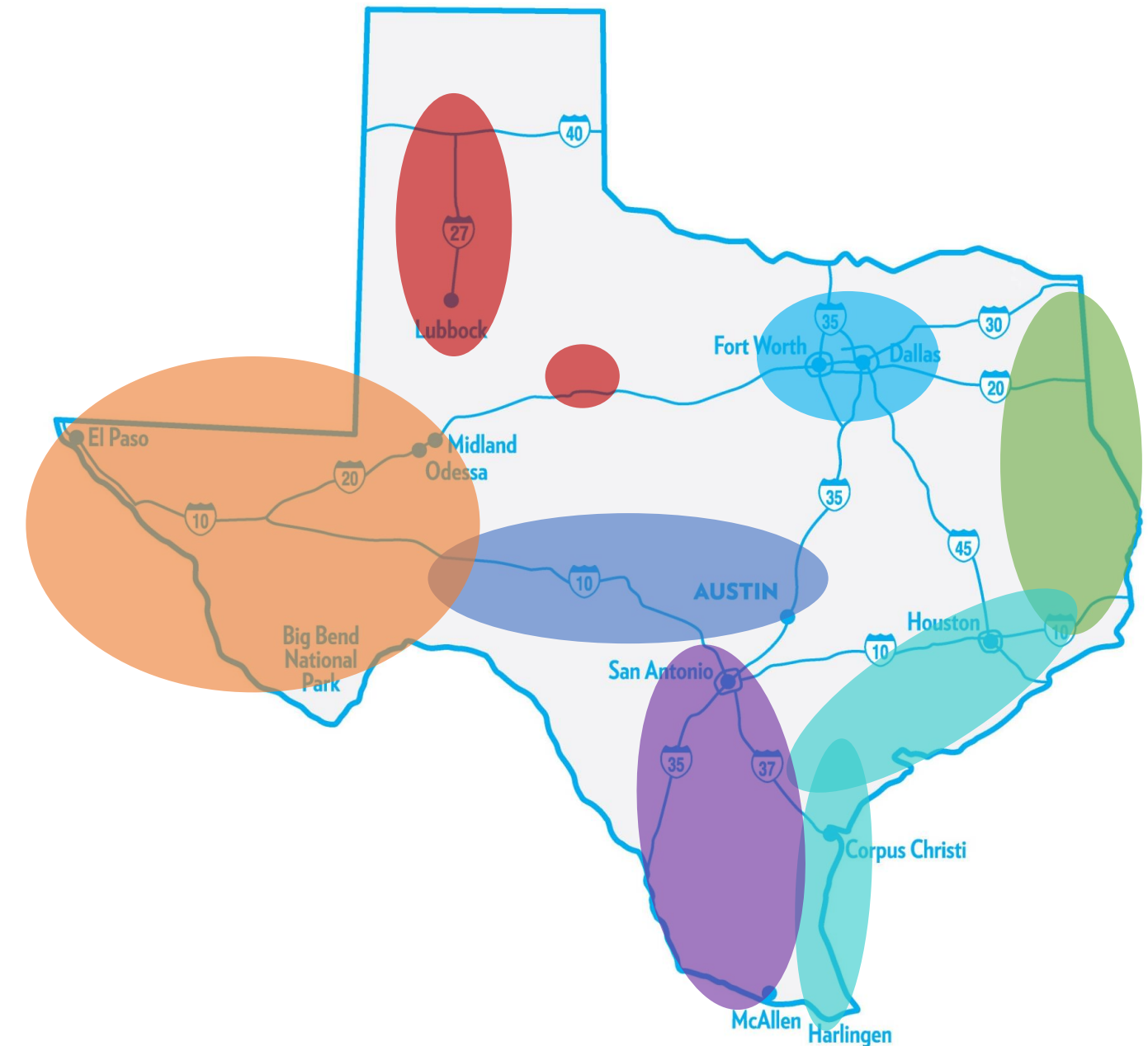
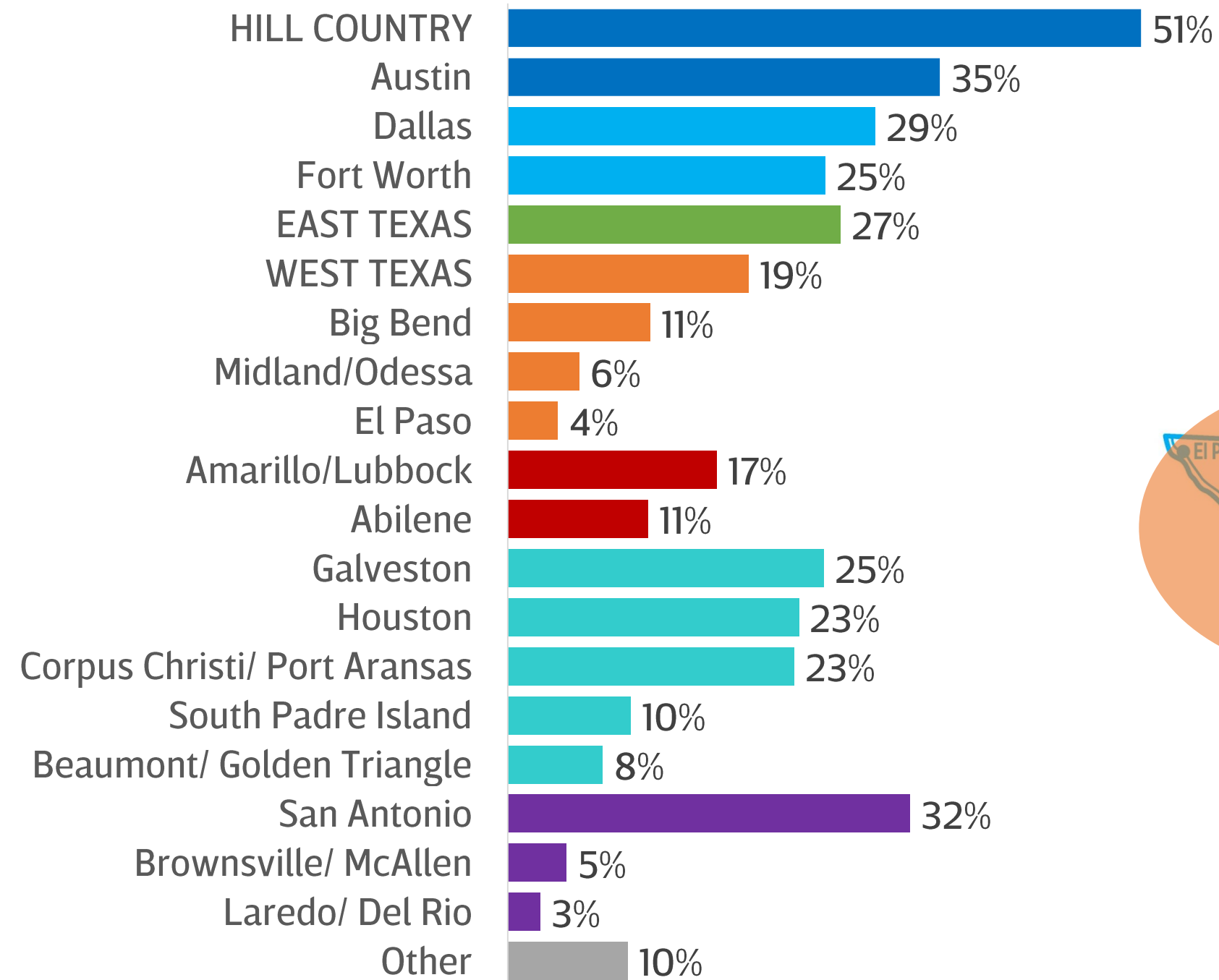


Vacation Spend, Last 12 Months



AREAS VISITED, LAST 12 MONTHS

Our audience travels to all regions of Texas.



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

Unit	1x Net	3x	6x	10x
Full Page	\$7,308	\$6,942	\$6,723	\$6,504
2/3 Page	\$6,035	\$5,733	\$5,553	\$5,371
1/2 Page	\$4,744	\$4,511	\$4,368	\$4,226
1/3 Page	\$3,413	\$3,243	\$3,141	\$3,038
Premium Positions				
Cover 2	\$8,257	\$7,844	\$7,596	\$7,349
Cover 3	\$7,965	\$7,567	\$7,327	\$7,089
Cover 4	\$8,404	\$7,983	\$7,731	\$7,479
Spread	\$13,884	\$13,190	\$12,774	\$12,358
IFC Spread	\$14,787	\$14,048	\$13,604	\$13,157
IBC Spread	\$14,509	\$13,784	\$13,349	\$12,904



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%

DEADLINES & UPCOMING EDITORIAL THEMES

- **Space closes the 1st of the month** *two months preceding* the issue name; 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	Space	Materials	Theme*
Jan/Feb-24	11/01/23 Wed	11/09/23 Thu	Where to Stay in 2024
Mar-24	01/01/24 Mon	01/08/24 Mon	Annual Wildflower Issue
Apr-24	02/01/24 Thu	02/08/24 Thu	Discovery Issue
May-24	03/01/24 Fri	03/08/24 Fri	50 True Texan Adventures
Jun-24	04/01/24 Fri	04/08/24 Mon	On the Water
Jul/Aug-24	05/01/24 Wed	05/08/24 Wed	Annual Small Town Issue
Sep-24	07/01/24 Mon	07/08/24 Mon	The Rio Grande Valley
Oct-24	08/01/24 Thu	08/08/24 Thu	Burgers Worth Traveling For
Nov-24	09/02/24 Mon	09/09/24 Mon	Friendly Issue
Dec-24	10/01/24 Tue	10/08/24 Tue	The Photo Issue
Jan/Feb-25	11/1/2024 Fri	11/08/24 Fri	TBD
Mar-25	1/2/2025 Thu	01/09/25 Thu	Annual Wildflower Issue
Apr-25	2/3/2025 Mon	02/10/25 Mon	TBD
May-25	3/3/2025 Mon	03/10/25 Mon	TBD
Jun-25	4/1/2025 Tue	04/08/25 Tue	TBD
Jul/Aug-25	5/1/2025 Thu	05/08/25 Thu	Annual Small Town Issue

READER FAVORITES IN EVERY ISSUE

- Travel Recommendations
- Weekend Road Trips
- Small Towns
- Texas History & Culture
- Events Spotlight
- Food-Related Travel Destinations



The **Annual Wildflower Issue** is our most enduring annual themed issue – a reader favorite since the 80s!



Since its debut in 2017, the **Annual Small Town Issue** has become as popular as our Wildflower issue.

*Editorial themes subject to change.

SPECS

- All live and non-bleed elements should be at least 1/2” from the final trim size.

Size		
Full Page Spread/Bleed	Bleed: 16.5” x 10.75”	Trim: 16.25” x 10.5”
Full Page/Bleed	Bleed: 8.375” x 10.75”	Trim: 8.125” x 10.5”
Full Page/Non-Bleed	7”x 9.75”	
2/3 Page Vertical	4.625” x 9.375”	
1/2 Page Horizontal	7” x 4.625”	
1/2 Page Vertical	4.625” x 7”	
1/3 Page Horizontal	4.625” x 4.625”	
1/3 Page Vertical	2.25” x 9.375”	

AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

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.

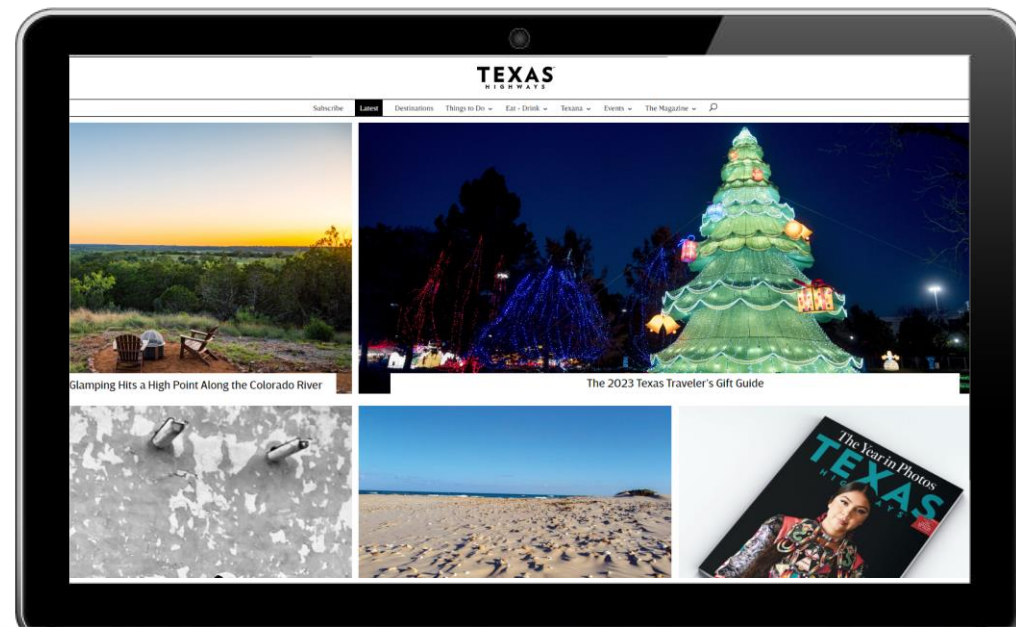
SECURE AD MATERIALS UPLOAD Using TxDOT Box.com

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.”

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

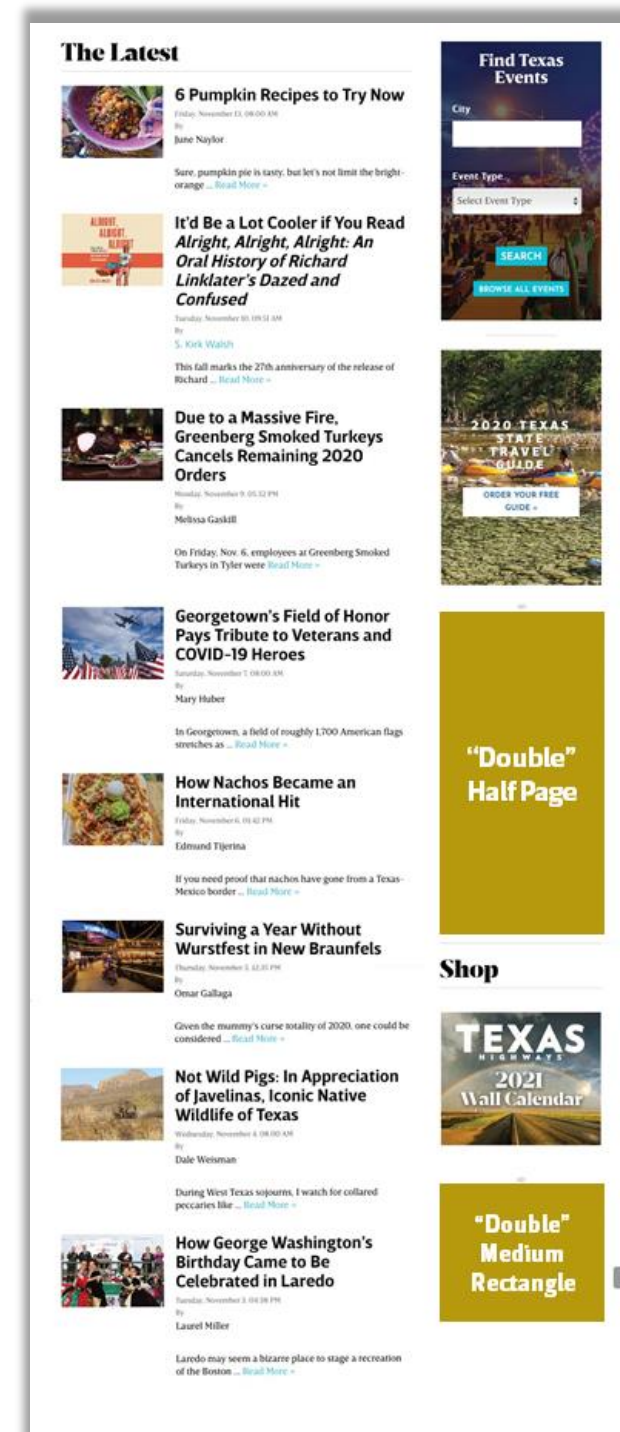
Unit	Net	Size
'Double' Medium Rectangle	\$590	600 x 500
'Double' Half Page	\$800	600 x 1200

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?

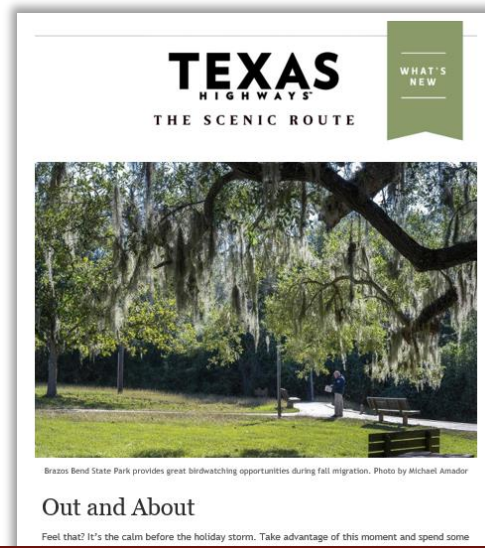
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OVERVIEW

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

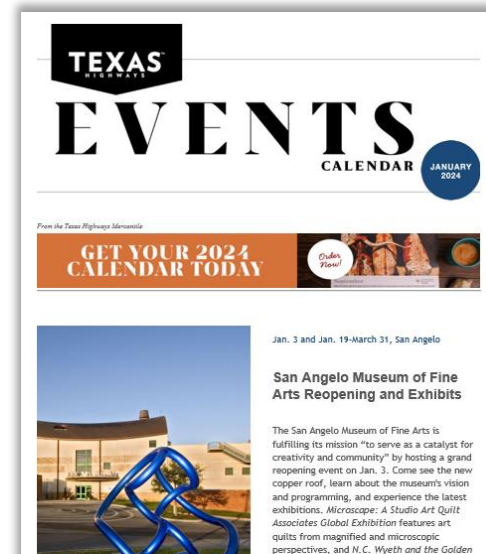


1

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

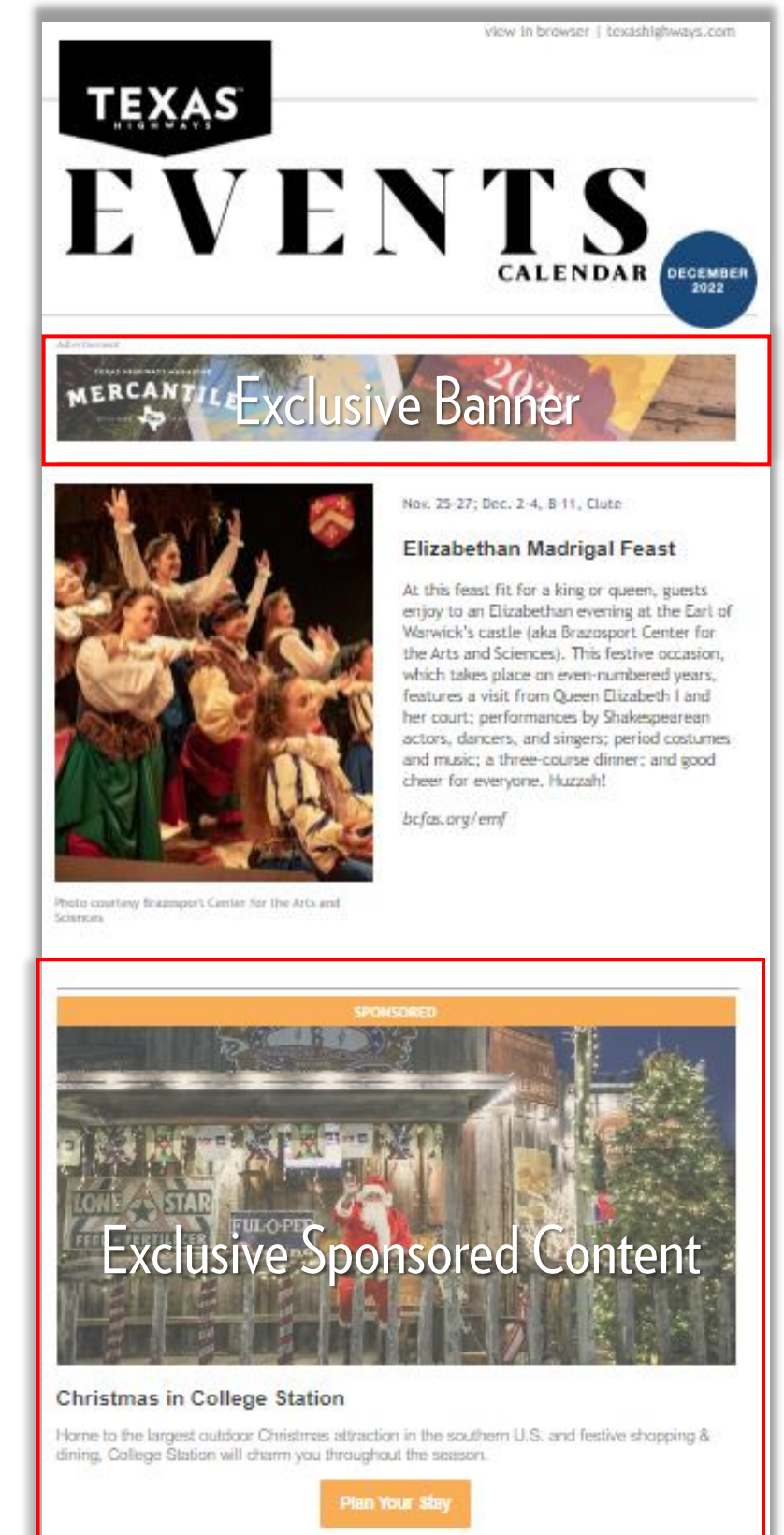
- All rates are net
- Two exclusive units available for each edition; one sponsored content and one banner

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

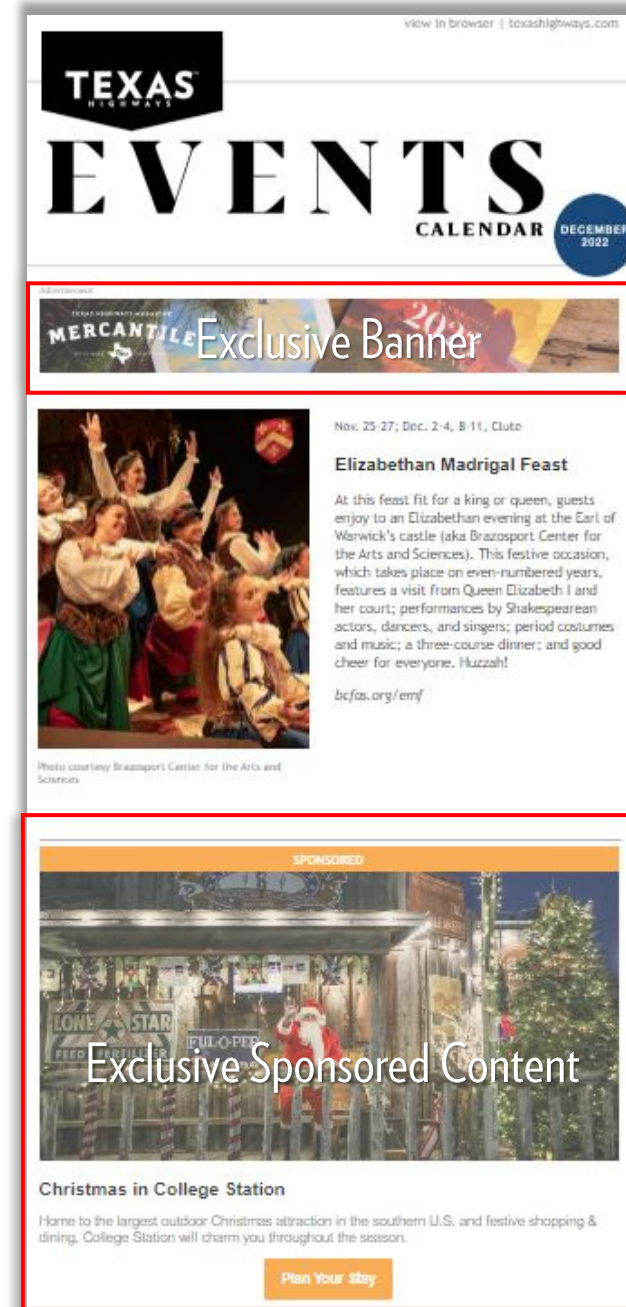
- GIF, JPB, 8-BIT or PNG (no Javascript)

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.



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SECURE AD MATERIALS UPLOAD

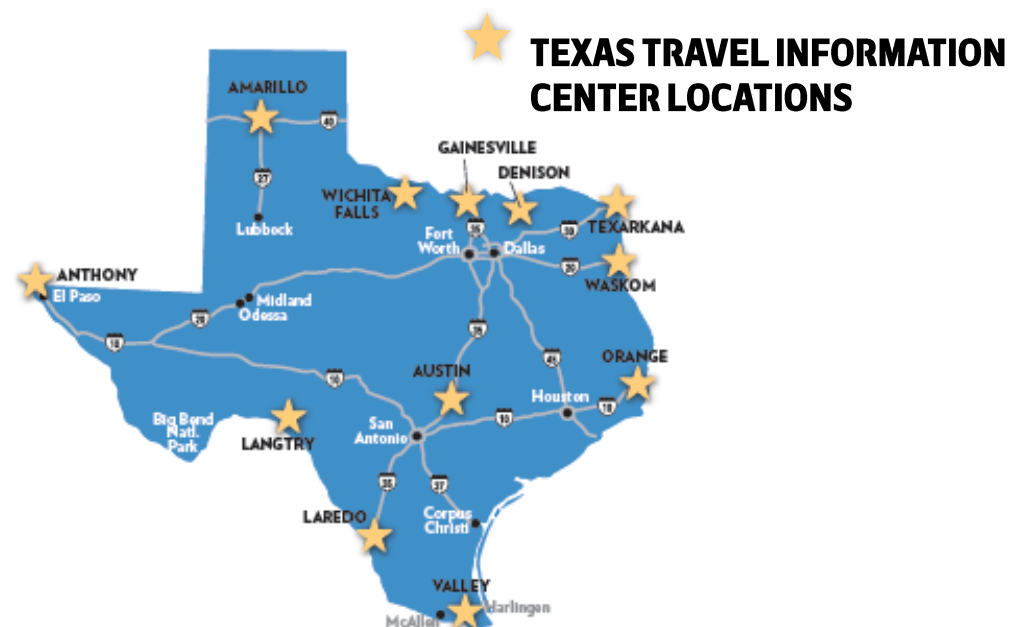
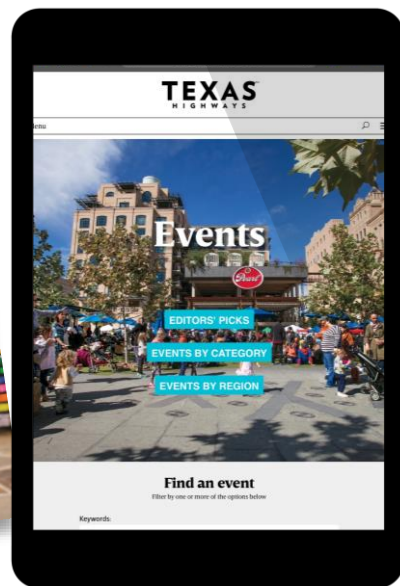
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5. Fill out your email address.
6. Click 'Submit' for file to upload.
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OVERVIEW

Showcase your event in the most comprehensive resource for Texas event and festival information.

- Features festivals, fairs, rodeos, concerts, exhibits and all things fun in Texas.
- Each quarterly issue is bursting with hundreds of events from across the state.
- Wide coverage of events throughout the seven tourism regions.
- Listings are included in the 'Events' section of TexasHighways.com, and a curated list is featured monthly in Texas Highways magazine.
- Listings database feeds into TravelTexas.com.
- Promoted as a premium through Texas Highways direct mail efforts.



Quarterly

publication frequency

Issue Date / Events Covered	Release Date
Spring (Mar, Apr, May)	February 1
Summer (Jun, Jul, Aug)	May 1
Fall (Sep, Oct, Nov)	August 1
Winter (Dec, Jan, Feb)	November 1



65,000

copies printed each issue



Distribution

- Year round at the 12 Texas Travel Information Centers (2 million visitors annually)
- 100+ CVB visitor centers and Chambers of Commerce around the state
- Mailed by direct request

RATES

- All rates are net
- Special placement requests will be accommodated if possible and will result in a 10% surcharge

Unit	Net Rate		
	1x	2x	4x
Full Page	\$2,173	\$2,106	\$2,037
Cover 2	\$2,455	\$2,379	\$2,302
Cover 3	\$2,369	\$2,668	\$2,221
Cover 4	\$2,499	\$2,421	\$2,343
Full Page Spread	\$4,129	\$4,001	\$3,871
Cover 2 Spread	\$4,397	\$4,261	\$4,122
Cover 3 Spread	\$4,315	\$4,181	\$4,045
2/3 Page	\$1,834	\$1,783	\$1,715
1/2 Page	\$1,494	\$1,459	\$1,392
1/3 Page	\$1,086	\$1,052	\$984



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%

DEADLINES & SPECS

- Space closes the 15th of the month four months prior to issue date; materials are due seven days after space close.
- If the 15th falls on a Saturday, Sunday, or holiday, space close or release date moves back to preceding Friday.

Issue Date / Events Covered	Space	Material	Release Date
Spring (Mar-May)	November 15	November 22	February 1
Summer (Jun-Aug)	February 15	February 22	May 1
Fall (Sep-Nov)	May 15	May 22	August 1
Winter (Dec-Feb)	August 15	August 22	November 1

- All live and non-bleed elements should be at least 1/2" from the final trim size.

Unit	Size	
Full Page Bleed	Bleed: 8.375" x 10.75"	Trim: 8.125" x 10.5"
Full Page Spread/Bleed	Bleed: 16.5" x 10.75"	Trim: 16.25" x 10.5"
2/3 Page	4.625" x 9.375"	
1/2 Page	Horizontal: 7" x 4.625"	Vertical: 4.625" x 7"
1/3 Page	Horizontal: 4.625" x 4.625"	Vertical: 2.25" x 9.375"

AD MATERIAL QUESTIONS?

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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

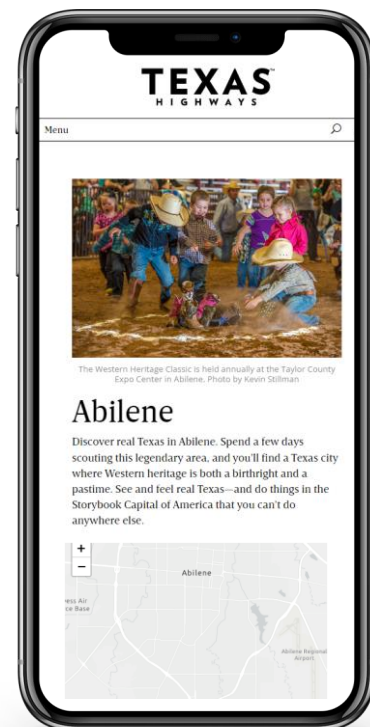
Using TxDOT Box.com

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.
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OVERVIEW

Texas' official premier tourism publication promoting travel to and throughout the state.

- The most comprehensive, authoritative and exclusive collection of information on Texas travel available. It encourages travelers to stay longer, see more and explore further.
- Reaches interested travelers in all 50 states.
- As the primary fulfillment publication for Travel Texas (Governor's Office), the Guide is promoted in their marketing campaigns, and the printed guide and both digital versions are available on Texas Tourism's official site, TravelTexas.com (traveltexas.com/plan-ahead/travel-guide/)
- Interactive version now available at texashighways.com/destinations



Annual
publication frequency



500,000
copies printed



**Provides Lead
Generation**



Cost Efficient
Low cost per impression and
year-round distribution/shelf life
means your money works all year

EDITORIAL PROFILE

200 pages of inspiration and information to get the most out of traveling in Texas.

- ✦ **SEVEN TOURISM REGIONS** break the massive size of the state into easier-to-enjoy pieces.
- ✦ **REGIONAL MAPS** create snapshots of each region to help travelers visualize proximity and see other places they might want to include during an extended visit.
- ✦ **TOPICAL SIDEBARS** group information regarding some of the popular places in which to enjoy a particular activity. These include state parks, museums, and historic sites.
- ✦ **ACTIVITIES OF INTEREST** include department-style features (history, arts, food, music, outdoors, sports, shopping, family fun, cultures, breweries and wineries) to provide travel ideas for visitors who aren't sure where to start. They also encourage travelers to explore some alternatives they may have missed.
- ✦ **TOWN AND ATTRACTION LISTINGS** feature information about more than 400 Texas cities in an easy-to-find format.
- ✦ **TRAVEL INFORMATION** including highway rest areas, airports and bus information, toll roads, and other driver and tourism resources are provided to further support Texas explorers.



DISTRIBUTION AND PROMOTION

Robust, multi-channel distribution strategy to reach travelers.

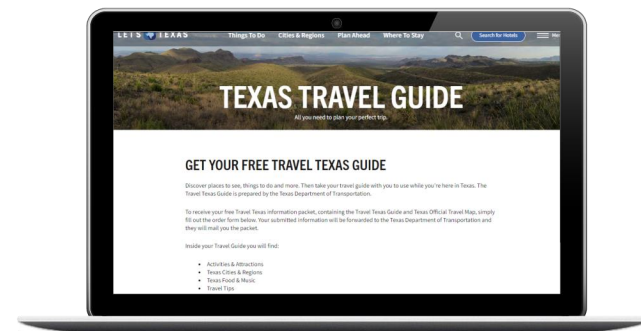
TxDOT Travel Information Centers

12 locations at key border areas across the state; centers receive nearly 2 million visitors annually.



Partnership with Travel Texas

The official fulfillment piece for Travel Texas marketing campaigns and promoted on traveltexas.com. (traveltexas.com/plan-ahead/travel-guide/)



City Distribution Program

Working with contacts at 100+ CVB visitor centers and Chambers of Commerce around the state to stock the Guide and other TxDOT literature.



Travel Rack Display Program

Program with Certified Folder to stock the Guide on display racks in hotels, car rental offices, and other locations reaching active travelers.



Individual Request

We offer many ways for individuals to order the Guide:

- Online at texashighways.com/freepubs
- Calling customer service at 800-452-9292
- Writing to Texas State Travel Guide, PO Box 149249, Austin TX 78714



Interactive Edition

At texashighways.com/destinations, listings are fully searchable and updated in real time.



Texas Highways Ecosystem

- Offered to all new subscribers, and renewing subscribers.
- Promoted as a premium in direct mail efforts.
- Dedicated landing pages on TH.com
- Promoted in print ads, banner ads, and in newsletters throughout the year.



Other Marketing Programs

Various promotions reaching realtors, *Texas Parks & Wildlife* magazine subscribers, and more throughout the year.



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%

DEADLINES & SPECS



2025 Edition

Early Reservation (5% discount)	August 5, 2024
Space Close	October 2, 2024
Material Due	October 9, 2024
Release Date	January 1, 2025

Size

All live and non-bleed elements should be at least 1/2" from the final trim size

Full Page Spread/Bleed	Bleed: 17" x 11.125"	Trim: 16.75" x 10.875"
Full Page/Bleed	Bleed: 8.625" x 11.125"	Trim: 8.375" x 10.875"
2/3 Page Vertical	4.625" x 9.375"	
1/2 Page Horizontal	7" x 4.625"	
1/2 Page Vertical	4.625" x 7"	
1/3 Page Horizontal	4.625" x 4.625"	
1/3 Page Vertical	2.25" x 9.375"	
1/6 Page Horizontal	4.625" x 2.25"	
1/6 Page Vertical	2.25" x 4.625"	

AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

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

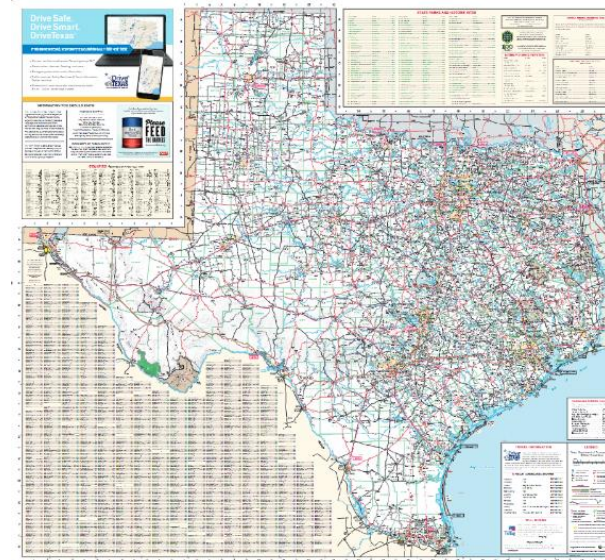
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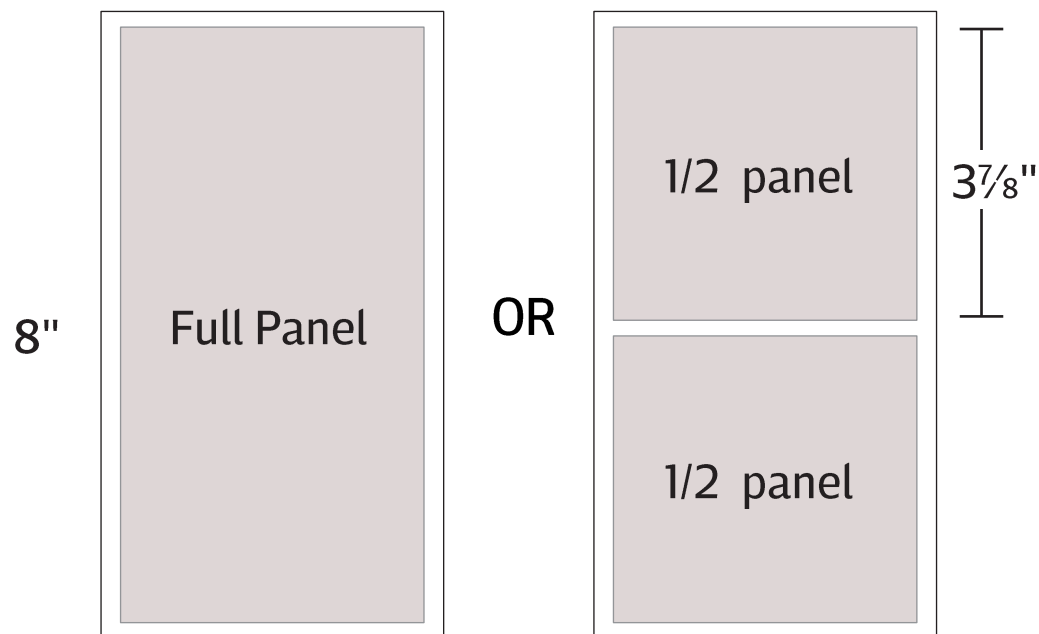
DEADLINES, RATES, & SPECS

2025 Edition	
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

Unit (non-bleed)	Net	Size
Full Panel (one available)	\$15,477	4.25" x 8"
Half Panel (two available)	\$7,739	4.25 " x 3.875"



Final map folded size: 4 1/2" x 8 3/8"



- Total space available is either one full panel or two half panels and sold on first come, first-served basis.
- Placement in Official Texas Travel Map qualifies for multi-title discount.

AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

ELECTRONIC OUTPUT REQUIREMENTS

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ADVERTISING POLICIES

***Texas Highways* adheres to ASME (American Society of Magazine Editors) editorial guidelines.**

The magazine operates on the following principles:

- Every reader is entitled to fair and accurate news and information.
- The value of magazines to advertisers depends on reader trust.
- The difference between editorial content and marketing messages must be transparent.
- Editorial integrity must not be compromised by advertiser influence.

ACCEPTABLE ADVERTISING

- Texas vacation, travel, and tourism- related features, sites, facilities, destinations, accommodations, restaurants, events, equipment, and services
- Texas shopping opportunities related to destinations, food products, and
- Texas-related products
- Pleasure-driving features, sites, equipment, facilities, destinations, and services
- Recreational features, sites, equipment, facilities, and services
- Camping, hiking, fishing, birding, boating, outdoor features, bicycling, gardening, photography, wildlife viewing, astronomy, and geology
- Public transportation modes, products, facilities, and services
- Financial, media, and higher education services related to Texas institutions
- Real estate developments related to recreational and retirement living, and other matters of interest and value to the public and highway users
- Hospitals

NON-ACCEPTABLE ADVERTISING

- Out-of-state travel-tourism features, locations, destinations, facilities, and services, unless augmenting Texas travel or tourism, or unless on border locations with ties to Texas
- Alcoholic beverages (see exception below)
- Tobacco products
- Sexually oriented products and services
- Other subjects not related to travel and tourism as determined by the Department

ADVERTISING RESTRICTIONS

Texas Highways will not accept advertising:

- It deems misleading or a misrepresentation of facts
- From an entity, organization, or individual that discriminates based on any state or federally legally protected class of persons

ADVERTISING EXCEPTIONS

The following is not considered to be an advertisement for alcoholic beverages:

- An advertisement from a person or legal entity registered and authorized to use the Texas Department of Agriculture's GO TEXAN certification mark for the purpose of verifying their product or service as grown, produced, manufactured, or provided in Texas, advertising on-site facilities open to the general public which highlight the GO TEXAN registered product or service as grown, produced, or manufactured in Texas

COVERS

- Cover and premium ads must be approved by *Texas Highways* publisher.

PREMIUM POSITION ADS

- All premium pages will be full page (single) ads, and they may bleed.
- Unless specifically contracted, premium position ads will be left-read.

CO-OP ADS

- Co-op ads will always be placed in the back of the book. Co-op ads are not eligible for premium positioning, even with a surcharge.

ADJACENCIES

- *Texas Highways* does not offer adjacencies. If an advertiser is featured in the editorial of an issue, their ad will not appear near the article.

WHEN TO LABEL ADVERTISING

- Advertisements that could be mistaken for editorial content should be labeled, even if the advertisement does not resemble the issue in which it appears.
- Publisher will determine which ads must be labeled.

TERMS & CONDITIONS

Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive or Publisher.

PAYMENT

- Payment shall be cash with order of Net 30 from invoice date.
- Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

POSITIONING

- Special placement requests will be accommodated, if possible, on a first-come, first-served basis, confirmed by an insertion order, and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.
- Back cover and inside cover spread ad design and creative must be approved by publisher.

CANCELLATION AND CHANGES

- Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
- Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
- The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

PUBLISHER'S LIABILITY

- Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
- Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.
- Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
- The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

- Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
- The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.