

Advertising Rates

277,000+ readership per issue / 10x Annual



READER FAVORITES IN EVERY ISSUE

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

Ask your sales representative about upcoming themed issues.

NOTES

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

Four Color	1x Net	3x	6x	10x	18x
Full Page	\$7,308	\$6,942	\$6,723	\$6,504	\$6,284
2/3 Page	\$6,035	\$5,733	\$5,553	\$5,371	\$5,191
1/2 Page	\$4,744	\$4,511	\$4,368	\$4,226	\$4,083
1/3 Page	\$3,413	\$3,243	\$3,141	\$3,038	\$2,935

Premium Positions

Cover 2	\$8,257	\$7,844	\$7,596	\$7,349	\$7,101
Cover 3	\$7,965	\$7,567	\$7,327	\$7,089	\$6,849
Cover 4	\$8,404	\$7,983	\$7,731	\$7,479	\$7,227
Spread	\$13,884	\$13,190	\$12,774	\$12,358	\$11,940
IFC Spread	\$14,787	\$14,048	\$13,604	\$13,157	\$12,716
IBC Spread	\$14,509	\$13,784	\$13,349	\$12,904	\$12,478

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%