



# DISCOVER 2018

## TEXAS JOURNEY Special Sections

### DISCOVER Special Sections

**DISCOVER** is a series of special sections in *Texas Journey* magazine. Publishing in summer and fall, readers turn to these sections to *DISCOVER* things to do, new adventures and weekend getaways.

### Targeted Audience and Circulation

Targets 500,000 *Texas Journey* reader households throughout Texas with household incomes of \$50,000+ with the propensity to travel.

### Advertorial

Your advertorial supports each special section and provides additional information about all you have to offer.



### ISSUE DATES AND DEADLINES

- MAY/JUN 2018 – DISCOVER SUMMER**
  - Ad Close: Mar. 16, 2018
  - Materials Due: Mar. 21, 2018
- SEP/OCT 2018 – DISCOVER FALL**
  - Ad Close: Jun. 15, 2018
  - Materials Due: Jun. 20, 2018

### AD SPECIFICATIONS

- Ads must be submitted as a **PDF/X1a**
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

### ADVERTORIAL MATERIALS AND SPECIFICATIONS

- FULL PAGE AD** **\$12,500 net**  
(plus full-page advertorial)
  - Size: 7.875" w x 10.5" h (trim)  
8.125" w x 10.75" h (bleed)
  - Headline: No more than 45 characters including spaces
  - Advertorial: 500 words
  - Photos: Two 4/c images, 300 dpi or higher

- 1/2 PAGE AD** **\$6,500 net**  
(plus 1/2 page advertorial)
  - Size: 6.875" w x 4.625" h
  - Headline: No more than 45 characters including spaces
  - Advertorial: 300 words
  - Photos: One 4/c image, 300 dpi or higher

**MATERIAL DELIVERY**  
**Michelle Fantaske**  
[fantaske.michelle@aaa-calif.com](mailto:fantaske.michelle@aaa-calif.com)

