



TEXAS STATE TRAVEL GUIDE

ADVERTISING RATES

Year 2018 Print Run: 700,000*

Space Closing: October 5, 2017

Materials Due: October 12, 2017

First Distribution: January 2018

ROP	Gross
Full Page	\$21,868
Two Thirds (2/3) Page	\$15,622
Half (1/2) Page	\$13,137
One/Third (1/3) Page	\$7,878
One/Sixth (1/6) Page	\$4,968
Premium Positions	Gross
Cover 2 (Inside Front)	\$25,149
Cover 3 (Inside Back)	\$24,711
Cover 4 (Back)	\$26,242
Spread (Run of Publication)	\$41,549
Inside Front Cover Spread	\$44,666
Inside Back Cover Spread	\$44,250

Note: All rates are 4-color (no black and white). Note: Special placement requests will be accommodated if possible and will result in a 10% surcharge. Rates for inserts, gatefolds, multi-title frequency advertising, and other special advertising will be quoted on request.

Early Reservation Discount: Organizations reserving their space by Wednesday, August 3, 2017 will receive a 5% discount off the net space price.

Discount Plans: Umbrella Plan A: 5% discount for 1x Texas State Travel Guide, 3x Texas Highways Magazine, 2x Texas Events Calendar

Umbrella Plan B: 10% discount for 1x Texas State Travel Guide, 6x Texas Highways Magazine, 4x Texas Events Calendar

Umbrella Plan C: 10% discount for 1x Texas State Travel Guide, 12x Texas Highways Magazine, 2x Texas Events Calendar

Contracted Umbrella Plan discount applies to TexasHighways.com, Texas Highways Extra eNewsletter, and the Official Texas State Travel Map. See advertising representative for details.

Payment: Payment with order or net 30 from invoice date. All orders must be paid in full by October 12, 2017, unless tear sheet or proof of printing is required.

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* Historically, there is a second printing in early summer. This additional run, with quantities determined by need, is considered bonus circulation.