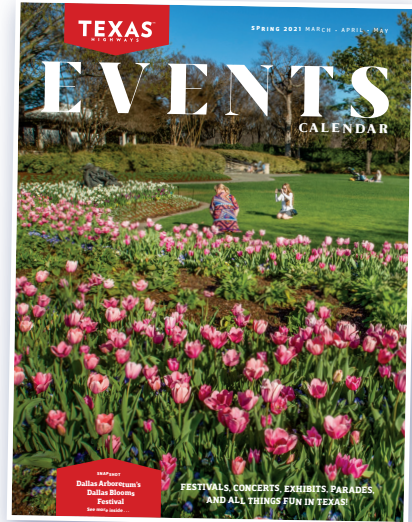


Texas Highways Events Calendar

Deadlines & Rates

- 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	Space Close	Release Date
Spring (Mar-May)	November 15	February 1
Summer (June-Aug)	February 15	May 1
Fall (Sep-Nov)	May 15	August 1
Winter (Dec-Feb)	August 15	November 1

Ad Unit	1X Net	2X Net	4X Net
Full Page	\$1,890	\$1,831	\$1,771
2/3 Page	\$1,596	\$1,550	\$1,491
Half Page	\$1,299	\$1,269	\$1,210
1/3 Page	\$944	\$915	\$856
Cover 2	\$2,135	\$2,069	\$2,002
Cover 3	\$2,060	\$2,320	\$1,931
Cover 4	\$2,173	\$2,105	\$2,037
Full Page Spread	\$3,590	\$3,479	\$3,366
IFC Page Spread	\$3,823	\$3,705	\$3,584
IBC Spread	\$3,752	\$3,635	\$3,517

MULTI-TITLE DISCOUNTS	DISCOUNT	TEXAS STATE TRAVEL GUIDE	TEXAS HIGHWAYS MAGAZINE	TEXAS HIGHWAYS EVENTS CALENDAR
PLAN A:	5%	1x	3x	2x
PLAN B:	10%	1x	6x	4x
PLAN C:	10%	1x	12x	2x

NOTES:

- Special placement requests will be accommodated if possible and will result in a 10% surcharge.
- Must be paid in full by 30 days after publication release date.

For more information

AJR Media Group: 800-383-7677 | TexasHighways@AJRMediaGroup.com

Ad Sizes & Specifications

Final trim size is 8.125" x 10.5". All live and non-bleed elements should be at least 1/2" from the final trim size. Full page bleeds should extend at least 1/8" beyond the trim.

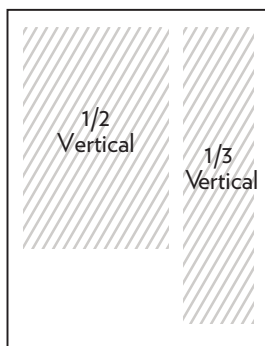
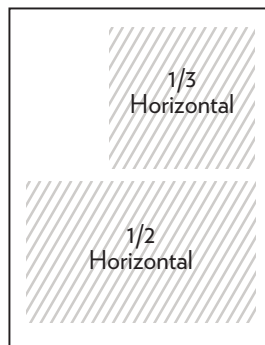
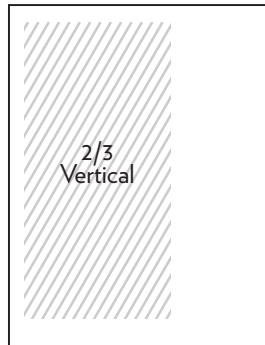
Ad Unit	Trim Size
Full Page Spread/Bleed	16.25"x 10.625"
Full Page/Bleed	8.125"x 10.625"
Full Page/Non-Bleed	7"x 9.75"
2/3 Page Vertical	4.625"x 9.375"
1/2 Page Horizontal	7"x 4.625"
1/2 Page Vertical	4.625"x 7"
1/3 Page Horizontal	4.625"x 4.625"
1/3 Page Vertical	2.25" x 9.375"

ELECTRONIC OUTPUT REQUIREMENTS

1. 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.
2. Ad size should be 100%.
3. 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.
4. Images: Supply all linked high-resolution images (300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
5. All colors must be CMYK mode with process separations.

Advertising material questions?

Send an email to Raquel.Sanchez@txdot.gov



SECURE AD MATERIALS UPLOAD INFORMATION

Using the TxDOT Box.com site:

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 (such as the 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 on 'Submit' for file to upload.
7. Remain on the page until upload is complete and you see "Success! Your file has been submitted."