

Deadlines, Rates, & Specs



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, web, 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."

AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

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

NOTES:

- 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.

Unit	Net Rate			Trim Size
	1x	2x	4x	
Full Page	\$2,173	\$2,106	\$2,037	
Cover 2	\$2,455	\$2,379	\$2,302	Bleed: 8.375" x 10.75" Non-Bleed: 7" x 9.75"
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	16.5" x 10.75"
Cover 3 Spread	\$4,315	\$4,181	\$4,045	
2/3 Page	\$1,834	\$1,783	\$1,715	4.625" x 9.375"
1/2 Page	\$1,494	\$1,459	\$1,392	Horizontal: 7" x 4.625" Vertical: 4.625" x 7"
1/3 Page	\$1,086	\$1,052	\$984	Horizontal: 4.625" x 4.625" Vertical: 2.25" x 9.375"

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.

MULTI-TITLE DISCOUNTS

	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertions	1x insertions	1x insertions
Texas Highways Magazine	3x insertions	6x insertions	12x insertions
Texas Highways Events Calendar	2x insertions	4x insertions	2x insertions
Discount	5%	10%	10%