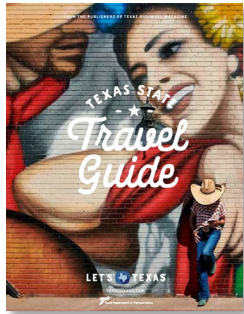


Deadlines, Rates, & Specs



2024 Edition

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

Estimated Print Run	500,000
Early Reservation (5% Discount)	August 4, 2023
Space Close	October 2, 2023
Material Due	October 9, 2023
Release Date	January 1, 2024

Net Rates

Front of Book

Full Page	\$15,269
Two-Thirds (2/3) Page	\$10,908

Run of Publication

Half (1/2) Page	\$9,172
One Third (1/3) Page	\$5,501
One Sixth (1/6) Page	\$3,469

Premium Positions

Cover 2 (Inside Front)	\$17,559
Cover 3 (Inside Back)	\$17,254
Cover 4 (Back)	\$18,323
Spread (run of publication)	\$29,010
Inside Front Cover Spread	\$31,186
Inside Back Cover Spread	\$30,896

Trim Size

Full Page Spread/Bleed	17" x 11.125"	1/3 Page Horizontal	4.625" x 4.625"
Full Page/Bleed	8.625" x 11.125"	1/3 Page Vertical	2.25" x 9.375"
2/3 Page Vertical	4.625" x 9.375"	1/6 Page Horizontal	4.625" x 2.25"
1/2 Page Horizontal	7" x 4.625"	1/6 Page Vertical	2.25" x 4.625"
1/2 Page Vertical	4.625" x 7"		

PLACEMENT NOTES

- Special placement requests will be accommodated if possible and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.

DIGITAL EDITION ADDED VALUE

- A PDF of the printed Guide will be available on texashighways.com and traveltexas.com. Ads will appear exactly as placed in the print version.
- An interactive version of the Guide will be available at travelguide.texashighways.com. Advertisers receive free banner placement with the purchase of a print unit. Please ask your representative for details on sizing and placement.

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%

AD MATERIAL QUESTIONS?

Send an email to Raquel.Sanchez@txdot.gov



For advertising information, contact AJR Media Group:
800-383-7677 | TexasHighways@AJRMediaGroup.com