

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, 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."

AD MATERIAL QUESTIONS?

Send an email to Raquel.Sanchez@txdot.gov



2023 Edition

Estimated Print Run	500,000
Early Reservation (5% Discount)	August 5, 2022
Space Close	October 3, 2022
Material Due	October 10, 2022
Release Date	January 1, 2023

Net Rates

Front of Book

Full Page	\$13,277
Two-Thirds (2/3) Page	\$9,485

Run of Publication

Half (1/2) Page	\$7,976
One Third (1/3) Page	\$4,783
One Sixth (1/6) Page	\$3,016

Premium Positions

Cover 2 (Inside Front)	\$15,269
Cover 3 (Inside Back)	\$15,003
Cover 4 (Back)	\$15,933
Spread (run of publication)	\$25,226
Inside Front Cover Spread	\$27,119
Inside Back Cover Spread	\$26,866

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

- Full Page and 2/3rd page units automatically receive placement in the front of book (first 50-60 pages) before region sections, unless otherwise requested.
- 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.