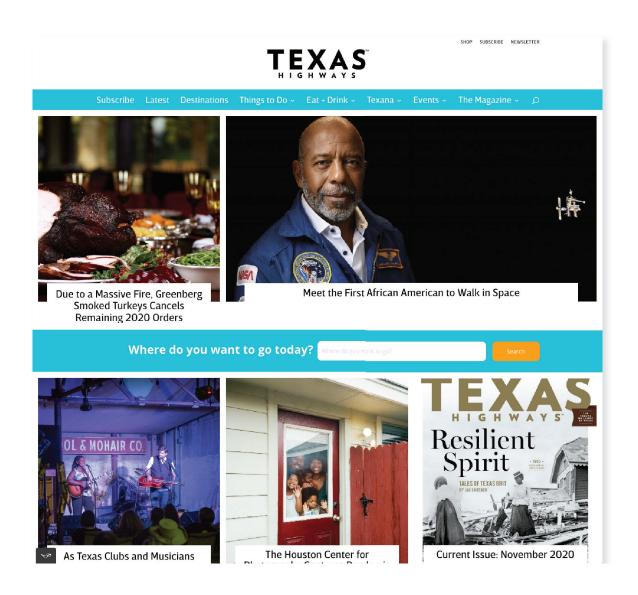
TexasHighways.com

Fast Facts

On-demand coverage of the people, places, and wide-open spaces of Texas. Interactive web-only features are presented through core content sections: Destinations, Things to Do, Eat + Drink, and Texana.



1,617,142

ANNUAL WEBSITE VISITS

+40/ VS. YEAR AGO 3,076,706

ANNUAL WEBSITE PAGE VIEWS

+17% VS YEAR AG

TexasHighways.com

Rates, Ad Sizes & Specifications

1.6 million+ annual website visits | 3.1 million annual page views

BANNERS

AD UNIT	NET RATE	SIZE
'Double' Medium Rectangle	\$495	600 x 500
'Double' Half Page	\$695	600 x 1200

NOTES:

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, or iFrames.
- Banners are sold in 25,000 impression increments, scheduled to be delivered in a 30-day period based on the TxDOT ad server.
- In the event impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered.
- Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12 month period.

DEADLINE:

· Minimum two weeks prior to the first of the month in which the ad is intended to run.

ADDITIONAL GUIDELINES:

- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement
- Be sure to include click-through URL for each unit.
- Audio may not begin playing without direct user action within the banner area.
- No on-load pop-over ads.
- No banners that require/install additional plug-ins (comet cursor, etc.).
- Client is responsible for tracking click-throughs on JavaScript and iFrame ads hosted by a 3rd party. If unfamiliar, refer to this guide from Adobe: adobe.com/resources/richmedia/tracking/designers_guide

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 website, magazine, 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."

6 Pumpkin Recipes to Try Now

Due to a Massive Fire, Greenberg Smoked Turkeys Cancels Remaining 2020

Georgetown's Field of Honor Pays Tribute to Veterans and COVID-19 Heroes

In Georgetown, a field of roughly L700 American flags stretches as ... Read More =

How Nachos Became an International Hit

If you need proof that nachos have gone from a Texas

of Javelinas, Iconic Native Wildlife of Texas

Birthday Came to Be Celebrated in Laredo

Laredo may seem a bizarre place to stage a recreati of the Boston ... Read More =



The Houston Center

for Photography aptures Pandemic

Current Issue: November 2020



e the San Antonio River

Walk Like You've Never Seen It Before



It'd Be a Lot Cooler if You Read Alright, Alright, Alright: An Oral History of Richard Linklater's Dazed and







How George Washington's



Half Page

Shop

Advertising material questions? Send an email to Raquel.Sanchez@txdot.gov

Texas Highways E-Newsletter

TEXAS

The Official Travel Magazine of Texas Since 1974



Cover photo by M.H. Zahner/Courtesy Library of Congress Prints and Photographs Division

Our November issue celebrates Texans' resilient spirit. Traces of Texas founder Jac Darsnek uncovered <u>powerful photos of Texans in the aftermath of historic disasters</u>, banding together to rebuild. Writer-at-large Clayton Maxwell explores the <u>lesser-known stories of three Texas women</u> who made lasting impressions on our state. And, 25 years after astronaut Bernard Harris Jr. became the first African American to walk in space, contributing writer <u>Michael Hurd sits down with the Houston resident to reflect on his achievement</u>.

Over the past week, we've lost two giants of the Texas country music scene—Jerry Jeff Walker and Billy Joe Shaver. We talked in 2009 to singer-songwriter Walker about becoming a Texan, the Austin music scene, and starting his own record label. When contributing writer Michael Corcoran learned of Shaver's Oct. 28 death, he revisited his interviews with Shaver over the years to take stock of the Waco songwriter's influence on the Outlaw Country movement.

Thanks for reading Texas Highways. We are so thankful for all our readers, especially during this time of year. If you aren't a print subscriber (Become one here!), you may want to pick up our November issue on your next grocery run or from our Mercantile.





Fast Facts

Twice-monthly magazine extras, upcoming events, Mercantile specials, subscription offers, and more

106,232
E-NEWSLETTER SUBSCRIBERS

16.7%
E-NEWSLETTER OPEN RATE

99.4%
E-NEWSLETTER DELIVERY RATE



Topics & Rates

Each newsletter is delivered to 100,000+ opt-in subscribers



THE SCENIC ROUTE

A monthly roundup of content only found on our website.

Deployed the first week of each month



2 EVENTS CALENDAR

A variety of hand-picked events from the *Texas Highways Events Calendar*.

Deployed on or about the 15th of each month



BEHIND THE ISSUE

A selection of the stories and photos in each month's magazine.

Deployed the last week of each month

Space closes for all issues the first of the preceding month; materials due 7 days after.



Two exclusive units available in each issue:

Unit	Net	
Sponsored Content	\$1,875	
Banner	\$1,600	



TEXAS HIGHWAYS E-NEWSLETTER





Houd to West lease for the third around Marttestializati, a weakend that showcase all things in configurery set, fillin, design, and culture, Marfa's unique Chilumbana Desartniting attacks softiation from all over the gister, who present their seek in agiance, which provides the property of the second and accord the sease. Along with viscosing imparing art, attendess empty parties and other calculation that take place throughout the secological that the place throughout the secological transfer and the property of the property second and the property of the secological manifoliation that take place throughout the secological transfer and the property of the property second and the property of the property of the property of the property of the proteed of the property of the property of the proteed of the property of the proteed of the property of the property of the property of the second of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the property of the proteed of the property of the property of the pr



Celebrate your Memorial Day Weekend in Kerryllle, Texael

Join us for a weekend of feetbyless as we celebrate the 50th Annual Kernylle Folk Feetbyl and
the spering of the Southwest Goord Pies Art Stook is the Ceptial of the Sease Hit County.

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- 5. Enter your email address.
- 6. Click 'Submit' for file to upload.
- 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

Deadlines & Specs

Each newsletter is delivered to over 100,000+ opt-in subscribers

	Issue	Deployed	Space	Materials
1	Scenic Route	The first week of each month	1 st of the month	7 days after space close
2	Events Calendar	On or about the 15 th of each month	prior to the issue month*	
3	Behind the Issue	The last week of each month		

^{*}Note: if the 1st falls on a weekend, space closes on the previous Friday.

EXCLUSIVE SPONSORED CONTENT

IMAGE/PHOTO

- 1200 x 600 pixels (displays as 600 x 300 on mobile)
- 1MB max file size
- · Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay

FORMATS

· GIF, JPG, or PNG

COPY CHARACTERS

- Headline: <35
- Body copy: <160
- Call-to-action button copy: <20

OTHER REQUIREMENTS

 Must provide link (click-thru URL) for call-toaction button

NOTES

- Editors reserve the right to make minor edits for grammatical clarity
- Will appear as the second position after the first editorial 'block'
- Texas Highways will add a 'sponsored' bar at the top of the photo

EXCLUSIVE BANNER

SIZE/WEIGHT

- 600 x 100 pixels (displays as 300 x 50 on mobile)
- 300 PPI (pixel density) resolution
- 1MB max file size

FORMATS

• GIF, JPG, 8-BIT or PNG (no JavaScript)

OTHER REQUIREMENTS

 Must provide link (click-thru URL) for call-to action button

NOTES

- If providing an animated GIF, maximum of 3 loops/:15 seconds
- Note: Not all email clients will display the animation. If supplying an animated GIF, place your call to action on the first and last frame to ensure your message is communicated to email clients that do not support animation



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

