Deadlines, Rates, & Specs
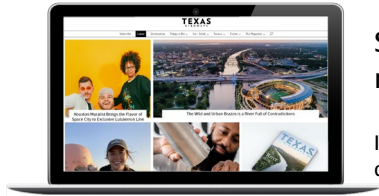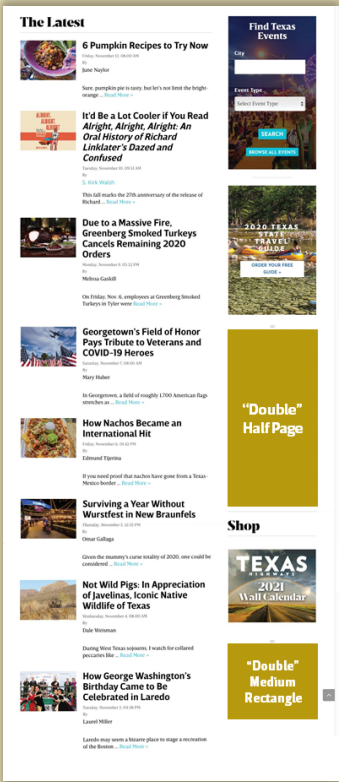

Space close is the **1st of the preceding month**; materials due the 15th of the preceding month.

If either space or materials close falls on a weekend or holiday, deadline moves to the next business day.

Unit	Net	Size
'Double' Medium Rectangle	$590	600 x 500
'Double' Half Page	$800	600 x 1200

NOTES

- 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.

TECHNICAL GUIDELINES

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, iFrames.
- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- 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 (com- et cursor, etc.).
- Client is responsible for tracking click-thrus 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

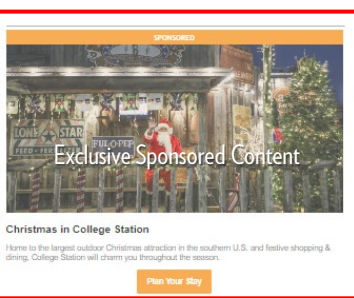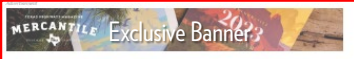| MULTI-TITLE DISCOUNTS	PLAN A	PLAN B	PLAN C
Texas State Travel Guide	1x insertions	1x insertions	1x insertions
Texas Highways Magazine	3x insertions	6x insertions	12x insertions
Texas Highways Events Calendar	2x insertions	4x insertions	2x insertions
Discount	5%	10%	10%

SECURE AD MATERIALS UPLOAD
Using TxDOT Box.com

1. Go to www.texashighways.com/submitads
2. Select the link on the page that corresponds to the property for which you are uploading materials (website).
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

TEXAS HIGHWAYS PUBLISHING

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

Deadlines & Specs

Three newsletters delivered each month to 94,000+ opt-in subscribers.

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

*If either space or materials close falls on a weekend or holiday, deadline moves to the next business day.

EXCLUSIVE SPONSORED CONTENT

IMAGE/ PHOTO
- 1200x600 pixels (displays as 600x 300 on mobile)
- GIF, JPG, or PNG
- 1MB max file size
- Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay; no logos

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

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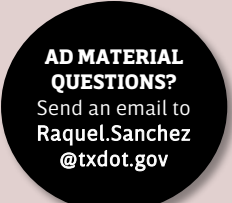- Must provide link (click-thru URL) for call-to-action button

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, 300 PPI (pixel density) for crispness (displays as 300x50 on mobile)
- 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.

SECURE AD MATERIALS UPLOAD
Using TxDOT Box.com

1. Go to www.texashighways.com/submitads
2. Select the link on the page that corresponds to the property for which you are uploading materials (E-newsletter).
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?
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