

Rates



READER FAVORITES IN EVERY ISSUE

- Travel Recommendations
- Weekend Road Trips
- Small Towns
- Texas History & Culture
- Events Spotlight
- Food-Related Travel Destinations

Ask your sales representative about upcoming themed issues

Unit	1x Net	3x	6x	12x	18x	24x
Full Page	\$7,308	\$6,942	\$6,723	\$6,504	\$6,284	\$6,066
2/3 Page	\$6,035	\$5,733	\$5,553	\$5,371	\$5,191	\$5,009
1/2 Page	\$4,744	\$4,511	\$4,368	\$4,226	\$4,083	\$3,941
1/3 Page	\$3,413	\$3,243	\$3,141	\$3,038	\$2,935	\$2,834
1/6 Page	\$1,879	\$1,785	\$1,728	\$1,672	\$1,616	\$1,559

Premium Positions

Cover 2	\$8,257	\$7,844	\$7,596	\$7,349	\$7,101	\$6,853
Cover 3	\$7,965	\$7,567	\$7,327	\$7,089	\$6,849	\$6,611
Cover 4	\$8,404	\$7,983	\$7,731	\$7,479	\$7,227	\$6,975
Spread	\$13,884	\$13,190	\$12,774	\$12,358	\$11,940	\$11,524
IFC Spread	\$14,787	\$14,048	\$13,604	\$13,157	\$12,716	\$12,273
IBC Spread	\$14,509	\$13,784	\$13,349	\$12,904	\$12,478	\$12,043

NOTES

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