

Editorial & 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	\$6,355	\$6,037	\$5,846	\$5,656	\$5,465	\$5,275
2/3 Page	\$5,248	\$4,985	\$4,829	\$4,671	\$4,514	\$4,355
1/2 Page	\$4,125	\$3,923	\$3,799	\$3,675	\$3,550	\$3,427
1/3 Page	\$2,968	\$2,820	\$2,731	\$2,642	\$2,553	\$2,464
1/6 Page	\$1,634	\$1,552	\$1,503	\$1,454	\$1,405	\$1,356
Premium Positions						
Cover 2	\$7,180	\$6,821	\$6,605	\$6,390	\$6,174	\$5,959
Cover 3	\$6,926	\$6,580	\$6,372	\$6,164	\$5,956	\$5,749
Cover 4	\$7,307	\$6,942	\$6,723	\$6,503	\$6,284	\$6,066
Spread	\$12,073	\$11,470	\$11,108	\$10,746	\$10,383	\$10,021
IFC Spread	\$12,858	\$12,215	\$11,829	\$11,441	\$11,058	\$10,672
IBC Spread	\$12,617	\$11,986	\$11,608	\$11,221	\$10,850	\$10,472

NOTES

- All rates are net
- Full Page and 2/3rd page units automatically receive placement in the front of book unless otherwise requested.
- All print ads will automatically be placed in the corresponding digital edition.
- Special placement requests will be accommodated if possible and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.

DEADLINES

- Space close is around the first of the month two months preceding the issue name; materials due 7 days after space close.
- See following sheet for exact dates.



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