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

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."

SECURE AD

6 Pumpkin Recipes to Try Now

Where do you want to go w

heap Eats' Host Ali Khan

e the San Antonio River

Walk Like You've Never Seen It Before

The Latest

The Houston Center

for Photography aptures Pandemic

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

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

Georgetown's Field of Honor Pays Tribute to Veterans and

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

Surviving a Year Without Wurstfest in New Braunfels

Not Wild Pigs: In Appreciation of Javelinas, Iconic Native Wildlife of Texas

How George Washington's Birthday Came to Be Celebrated in Laredo

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



Meet the First African American to Walk in









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

TEXAS HIGHWAYS NEWSLETTER





Mead to weak leava for the brid around from britalization, a weakened that shows considerable with the second and through in contemporary and, thin, design, and cultium. Merid visuple Chibaratoric Merid visual visual



Celebrate your Memorial Day Weekend In Kerrville, Texas!

Johnson for a weekend of featorbins as we celebrate the 50th Annual Kerrstin Fish Feating and
the opening of the Seathwest Gound Pine And Store in the Ceptal of the Sease MI Country.

The Texas Feature Sease Seas

SECURE AD MATERIALS UPLOAD Using TxDOT Box.com

- Go to https://texashighways.com/submitads
- Select the link on the page that corresponds to the property for which you are uploading materials (website, E-Newsletter, etc.).
- 3. Select the file(s) you would like to upload from your computer.
- Fill out the "Client name, issue date, URL" field.
- 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