
Texas Highways E-Newsletter

TEXAS
HIGHWAYS

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 [powerful photos of Texans in the aftermath of historic disasters](#), banding together to rebuild. Writer-at-large Clayton Maxwell explores the [lesser-known stories of three Texas women](#) 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 [Michael Hurd sits down with the Houston resident to reflect on his achievement](#).

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](#).



SPONSORED



7 Reasons to Visit Georgetown this Fall

Ready for a fall getaway? Plan the perfect road trip to Georgetown, a Texas Hill Country charmer that is home to The Most Beautiful Town Square in Texas.

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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



1

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



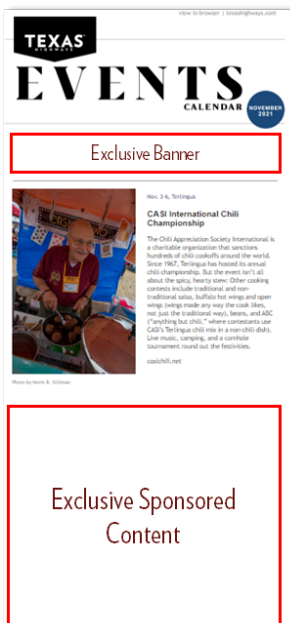
3

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.

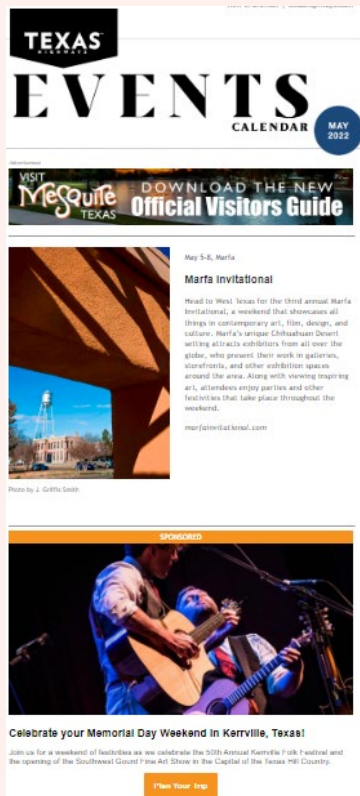


Two exclusive units available in each issue:

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

Deadlines & Specs

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



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

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

FORMATS

- GIF, JPG, or PNG

COPY CHARACTERS

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

EXCLUSIVE BANNER

SIZE/WEIGHT

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

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

FORMATS

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

OTHER REQUIREMENTS

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

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