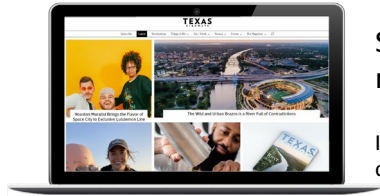
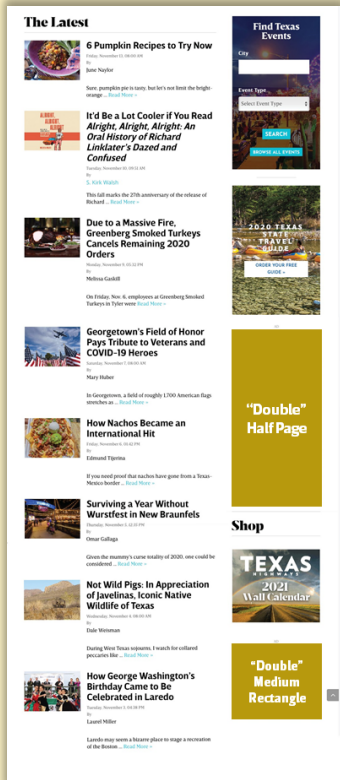


# Deadlines, Rates, & Specs



Space close is the **1<sup>st</sup> of the preceding month**;  
materials due the **15<sup>th</sup> 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](https://adobe.com/resources/richmedia/tracking/designers_guide)

## SECURE AD MATERIALS UPLOAD

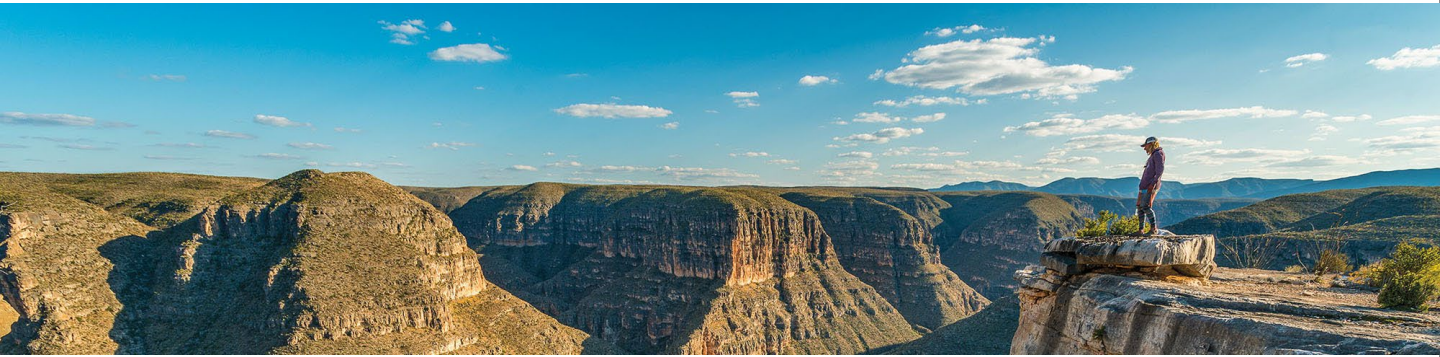
Using TxDOT Box.com

- Go to <https://texashighways.com/submitads>
- Select the link on the page that corresponds to the property for which you are uploading materials (web).
- Select the file(s) you would like to upload from your computer.
- Fill out the "Client name, issue date" field.
- Fill out your email address.
- Click 'Submit' for file to upload.
- Remain on the page until upload is complete and you see "Success! Your file has been submitted."



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%

# Advertising Policies



## ***Texas Highways* adheres to ASME (American Society of Magazine Editors) editorial guidelines.**

The magazine operates on the following principles:

- Every reader is entitled to fair and accurate news and information.
- The value of magazines to advertisers depends on reader trust.
- The difference between editorial content and marketing messages must be transparent.
- Editorial integrity must not be compromised by advertiser influence.

## **ACCEPTABLE ADVERTISING**

- Texas vacation, travel, and tourism-related features, sites, facilities, destinations, accommodations, restaurants, events, equipment, and services
- Texas shopping opportunities related to destinations, food products, and
- Texas-related products
- Pleasure-driving features, sites, equipment, facilities, destinations, and services
- Recreational features, sites, equipment, facilities, and services
- Camping, hiking, fishing, birding, boating, outdoor features, bicycling, gardening, photography, wildlife viewing, astronomy, and geology
- Public transportation modes, products, facilities, and services
- Financial, media, and higher education services related to Texas institutions

- Real estate developments related to recreational and retirement living, and other matters of interest and value to the public and highway users
- Hospitals

## **NON-ACCEPTABLE ADVERTISING**

- Out-of-state travel-tourism features, locations, destinations, facilities, and services, unless augmenting Texas travel or tourism, or unless on border locations with ties to Texas
- Alcoholic beverages (see exception below)
- Tobacco products
- Sexually oriented products and services
- Other subjects not related to travel and tourism as determined by the Department

## **ADVERTISING RESTRICTIONS**

*Texas Highways* will not accept advertising:

- It deems misleading or a misrepresentation of facts
- From an entity, organization, or individual that discriminates based on any state or federally legally protected class of persons

## **ADVERTISING EXCEPTIONS**

The following is not considered to be an advertisement for alcoholic beverages:

- An advertisement from a person or legal entity registered and authorized to use the Texas Department of Agriculture's GO TEXAN certification mark for the purpose of verifying their product or service as grown, produced, manufactured, or provided in Texas, advertising on-site

facilities open to the general public which highlight the GO TEXAN registered product or service as grown, produced, or manufactured in Texas

## **COVERS**

- Cover and premium ads must be approved by *Texas Highways* publisher.

## **PREMIUM POSITION ADS**

- All premium pages will be full page (single) ads, and they may bleed.
- Unless specifically contracted, premium position ads will be left-read.

## **CO-OP ADS**

- Co-op ads will always be placed in the back of the book. Co-op ads are not eligible for premium positioning, even with a surcharge.

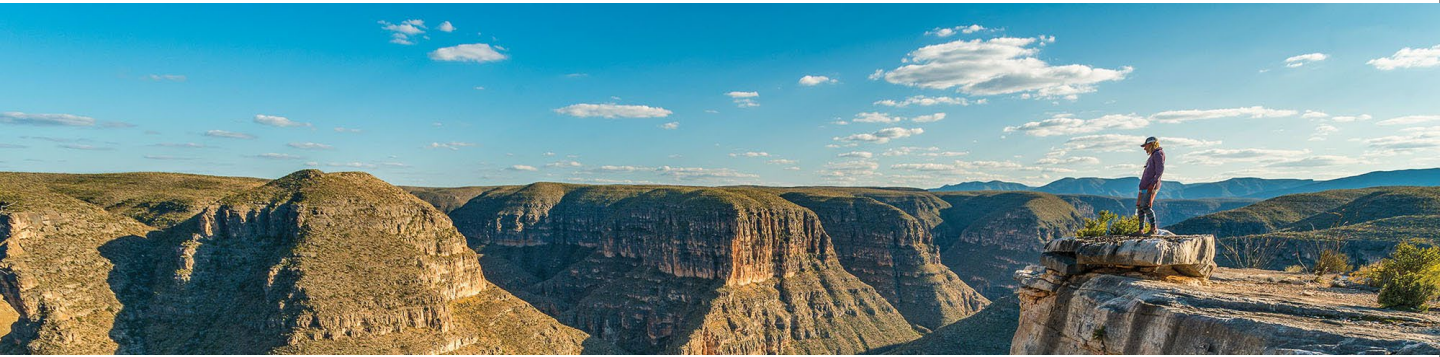
## **ADJACENCIES**

- *Texas Highways* does not offer adjacencies. If an advertiser is featured in the editorial of an issue, their ad will not appear near the article.

## **WHEN TO LABEL ADVERTISING**

- Advertisements that could be mistaken for editorial content should be labeled, even if the advertisement does not resemble the issue in which it appears.
- Publisher will determine which ads must be labeled.

# Terms & Conditions



*Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.*

## **PAYMENT**

- Payment shall be cash with order of Net 30 from invoice date.
- Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

## **POSITIONING**

- Special placement requests will be accommodated, if possible, on a first-come, first-served basis, confirmed by an insertion order, and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.
- Back cover and inside cover spread ad design and creative must be approved by publisher.

## **CANCELLATION AND CHANGES**

- Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

- Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
- The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

## **PUBLISHER'S LIABILITY**

- Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
- Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.
- Publisher will not consider any objections to

positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

- The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

## **MISCELLANEOUS**

- Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
- The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.