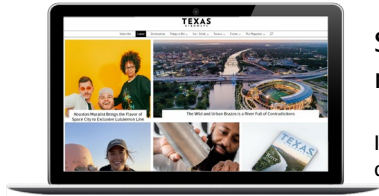
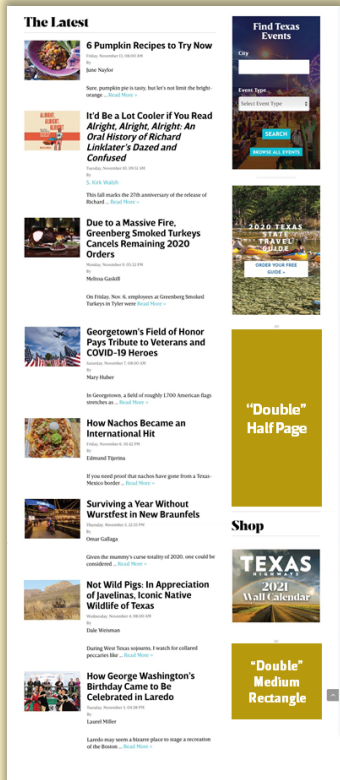


Deadlines, Rates, & Specs



Space close is the **1st of the preceding month**;
materials due the **15th 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

SECURE AD MATERIALS UPLOAD

Using [TxDOT Box.com](https://texashighways.com/submitads)

- Go to <https://texashighways.com/submitads>
- Select the link on the page that corresponds to the property for which you are uploading materials (magazine, web, etc.).
- 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%