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

SECURE AD MATERIALS UPLOAD

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."

INFORMATION

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 COVID-19 Heroes

In Georgetown, a field of roughly L700 American flags stretches as ... Read More =

How Nachos Became an International Hit

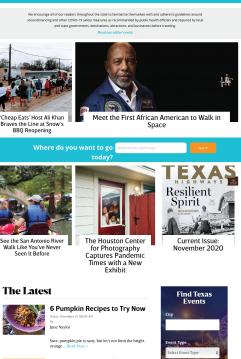
If you need proof that nachos have gone from a Texas

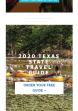
Surviving a Year Without Wurstfest in New Braunfels

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 =







Shop





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