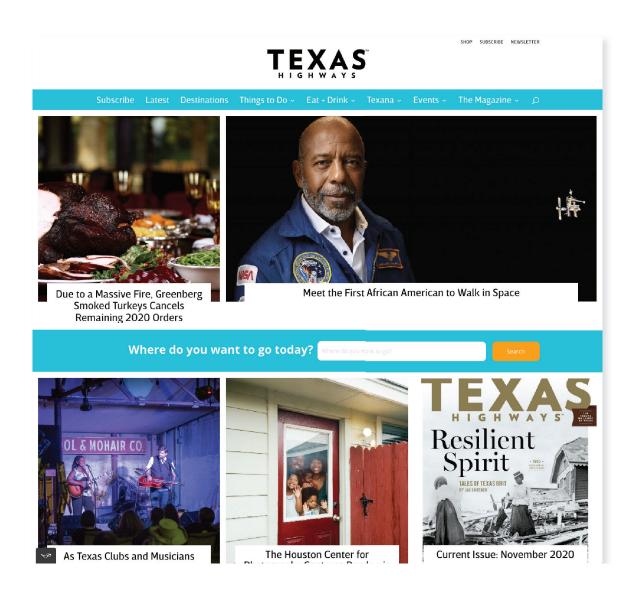
# TexasHighways.com

### **Fast Facts**

On-demand coverage of the people, places, and wide-open spaces of Texas. Interactive web-only features are presented through core content sections: Destinations, Things to Do, Eat + Drink, and Texana.



1,617,142

**ANNUAL WEBSITE VISITS** 

+40/0 VS. YEAR AGO 3,076,706

ANNUAL WEBSITE PAGE VIEWS

+17%

## 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

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heap Eats' Host Ali Khan

e the San Antonio River

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The Latest

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

