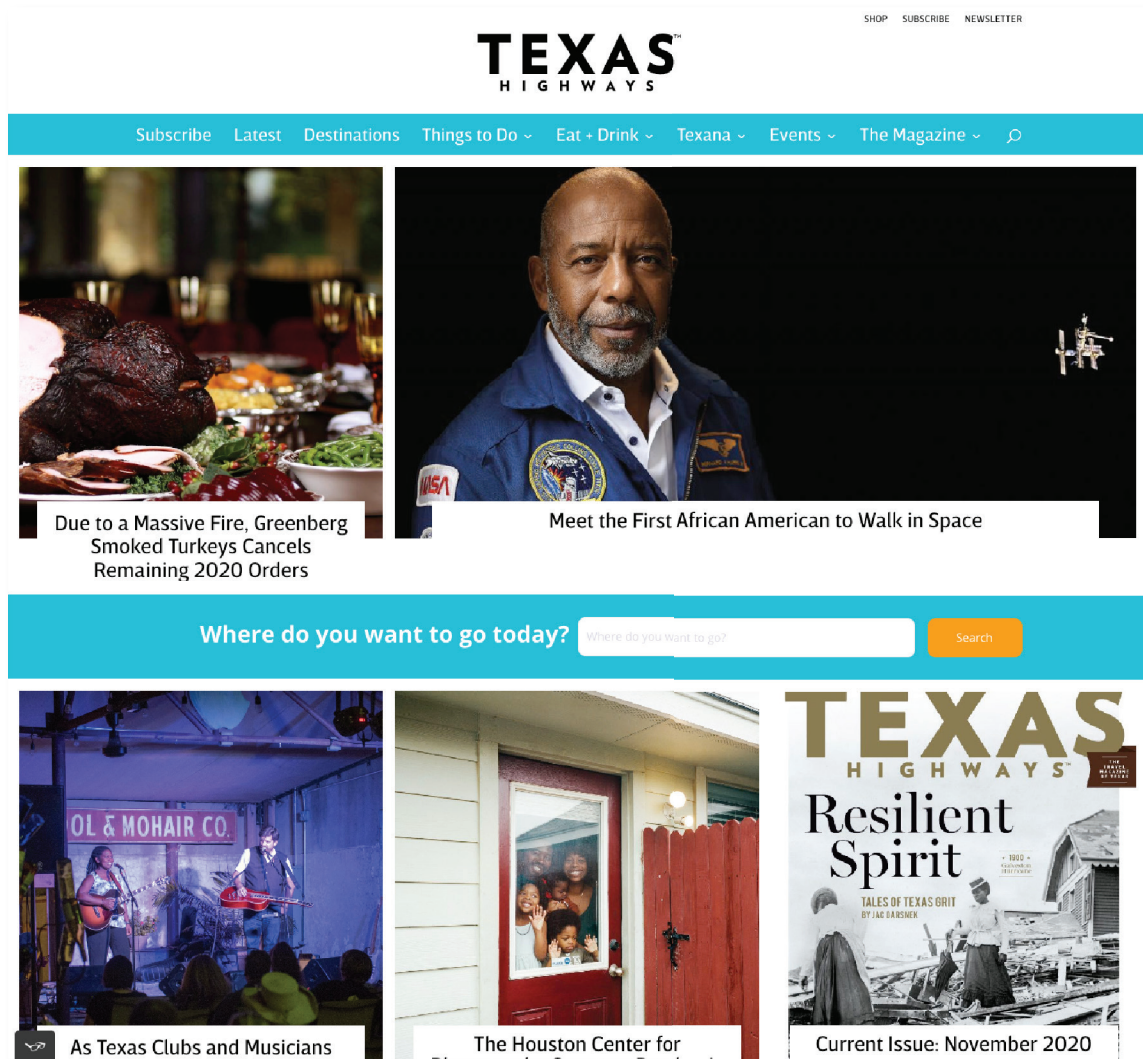# Fast Facts

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

+4%

VS. YEAR AGO

3,076,706

ANNUAL WEBSITE PAGE VIEWS

+17%

VS. YEAR AGO

Source: Google Analytics, period ending 12/31/2020

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 area.
- 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 INFORMATION

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."

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

For more information
AJR Media Group: 800-383-7677 | TexasHighways@AJRMediaGroup.com