

Topics & Rates

Each newsletter is delivered to 100,000+ opt-in subscribers



THE SCENIC ROUTE

A monthly roundup of content only found on our website.

Deployed the first week of each month



2 EVENTS CALENDAR

A variety of hand-picked events from the *Texas Highways Events Calendar*.

Deployed on or about the 15th of each month



BEHIND THE ISSUE

A selection of the stories and photos in each month's magazine.

Deployed the last week of each month

Space closes for all issues the first of the preceding month; materials due 7 days after.



Two exclusive units available in each issue:

Unit	Net	
Sponsored Content	\$1,875	
Banner	\$1,600	

TEXAS HIGHWAYS NEWSLETTER





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Interface with the place throughout the southeast.



Celebrate your Memorial Day Weekend in Kerrville, Texael

Join us for a weekend of feetbrides as we celebrate the 50th Assisted Kerrolin Folk Feetbrat and
the opening of the Southness Gound Place And Stook in the Ceptal of the Sexae Hill County.

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 (website, E-Newsletter, etc.).
- 3. Select the file(s) you would like to upload from your computer.
- Fill out the "Client name, issue date, URL" field.
- 5. Enter your email address.
- 6. Click 'Submit' for file to upload.
- Remain on the page until upload is complete and you see "Success! Your file has been submitted."

AD MATERIAL QUESTIONS? Send an email to Raquel.Sanchez @txdot.gov

Deadlines & Specs

Each newsletter is delivered to over 100,000+ opt-in subscribers

	Issue	Deployed	Space	Materials
1	Scenic Route	The first week of each month	1 st of the month prior to the issue month*	7 days after space close
2	Events Calendar	On or about the 15 th of each month		
3	Behind the Issue	The last week of each month		

^{*}Note: if the 1st falls on a weekend, space closes on the previous Friday.

EXCLUSIVE SPONSORED CONTENT

IMAGE/PHOTO

- 1200 x 600 pixels (displays as 600 x 300 on mobile)
- 1MB max file size
- · Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay

FORMATS

· GIF, JPG, or PNG

COPY CHARACTERS

- Headline: <35
- Body copy: <160
- Call-to-action button copy: <20

OTHER REQUIREMENTS

 Must provide link (click-thru URL) for call-toaction button

NOTES

- Editors reserve the right to make minor edits for grammatical clarity
- Will appear as the second position after the first editorial 'block'
- Texas Highways will add a 'sponsored' bar at the top of the photo

EXCLUSIVE BANNER

SIZE/WEIGHT

- 600 x 100 pixels (displays as 300 x 50 on mobile)
- 300 PPI (pixel density) resolution
- 1MB max file size

FORMATS

• GIF, JPG, 8-BIT or PNG (no JavaScript)

OTHER REQUIREMENTS

 Must provide link (click-thru URL) for call-to action button

NOTES

- If providing an animated GIF, maximum of 3 loops/:15 seconds
- Note: Not all email clients will display the animation. If supplying an animated GIF, place your call to action on the first and last frame to ensure your message is communicated to email clients that do not support animation



For advertising information contact: AJR Media Group: 800-383-7677 TexasHighways@AJRMediaGroup.com