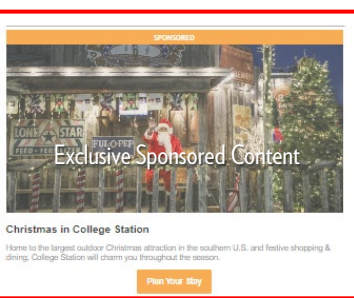


Deadlines & Specs



Three newsletters delivered each month to 94,000+ opt-in subscribers.

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

*If either space or materials close falls on a weekend or holiday, deadline moves to the next business day.

EXCLUSIVE SPONSORED CONTENT

IMAGE/ PHOTO

- 1200x600 pixels (displays as 600x 300 on mobile)
- GIF, JPG, or PNG
- 1MB max file size
- Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay; no logos

COPY CHARACTERS

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

OTHER REQUIREMENTS

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

SECURE AD MATERIALS UPLOAD

Using TxDOT Box.com

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 (magazine, website, 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 'Submit' for file to upload.
7. Remain on the page until upload is complete and you see "Success! Your file has been submitted."



EXCLUSIVE BANNER

SIZE/ WEIGHT

- 600 x 100, 300 PPI (pixel density) for crispness (displays as 600x100 on desktop and 300x50 on mobile)
- 1MB max file size

FORMATS

- GIF, JPB, 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