

# TEXAS HIGHWAYS

## PUBLISHING

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### TEXAS HIGHWAYS DIGITAL

**Texas Highways  
Web**

**Texas Highways  
Newsletters**



Savvy travelers want our products in their mailbox, inbox, and at their fingertips – no matter where they are in the journey.



## INSPIRE & INFORM

Texas Highways Magazine  
TexasHighways.com  
Texas Highways Newsletters  
Texas Highways Mercantile

## PLAN & ACT

Texas Highways Events Calendar  
Texas State Travel Guide  
Official Texas Travel Map

## CONNECT

Facebook  
Instagram  
Twitter  
Pinterest



# OVER 14.8 MILLION

## Savvy Texas Travelers reached each year

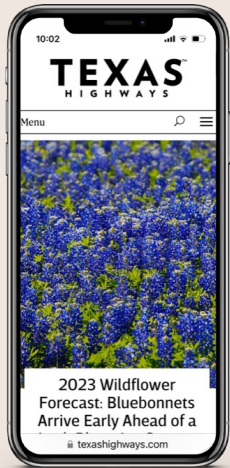
### Texas Highways Magazine



292,000+

Monthly readership

### Texas Highways Web



178,603

Monthly unique visitors

### Texas Highways Newsletters



288,000+

Monthly distribution (3 editions monthly)

### Texas Highways Mercantile



5,400+

Monthly unique visitors

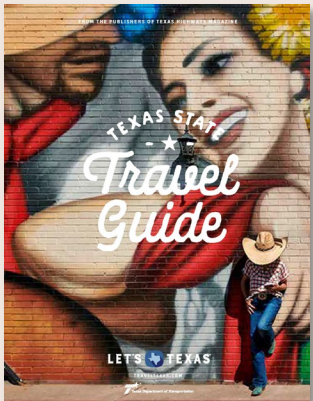
### Texas Highways Events Calendar



65,000

Quarterly distribution

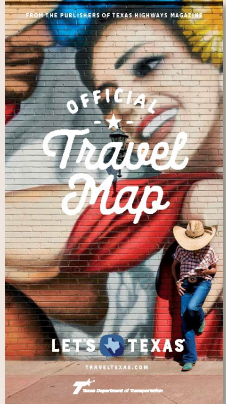
### Texas State Travel Guide



500,000

Annual distribution

### Official Texas Travel Map



500,000

Annual distribution

### Social Media Following



427,000+

Facebook: 260,000+  
Instagram: 109,000+  
Twitter: 47,200+  
Pinterest: 8,600+  
Mercantile Instagram: 2,474



# UPCOMING EDITORIAL THEMES: 2023-2024

(subject to change)

Issue	Theme
Jun-23	Weekender Issue
Jul-23	On the Water
Aug-23	Annual Small Town Issue
Sep-23	Outlaw Country
Oct-23	TBD
Nov-23	The Panhandle
Dec-23	TBD
Jan/Feb-24	Where to Stay in 2024 / Budget Travel Double Issue
Mar-24	Annual Wildflower Issue
Apr-24	TBD
May-24	50 <sup>th</sup> Anniversary Issue (redesign)

*Since its debut in 2017, the Small Town issue has become as popular as our Wildflower issue*



*The most enduring annual themed issue – a reader favorite since the 80s!*



*2024 is Texas Highways' 50<sup>th</sup> anniversary, and we'll be celebrating with some exciting changes that readers, old and new, will love!*



# AUDIENCE SNAPSHOT

Across touchpoints, Texas Highways delivers affluent audiences that travel often and spend freely on their vacations.

AUDIENCE

MAGAZINE PRINT/ DIGITAL EDITION

Age 40+, very affluent, heaviest vacation spenders, love ‘classic’ Texas Highways travel topics

Age 40+  
HHI \$100K+

Avg. 6.6 trips,  
last 12 months

Avg. \$3,700 spent  
on domestic  
vacations, last 12  
months

WEB / SOCIAL / NEWSLETTER

Age 30+, affluent, highest leisure travel frequency, greater interest in outdoor recreation and travel trends

Age 35+  
HHI \$75K+

Avg. 6.9 trips,  
last 12 months

Avg. \$3,500 spent on  
domestic vacations,  
last 12 months

TOP  
VACATION  
ACTIVITIES

Other Notable High-Ranking Activities

Museums | *Fine* dining | Wineries | Live theater  
Professional sporting events

TOP TRAVEL  
INTERESTS

Lesser-known towns | Lodging | Road trips |  
Luxury travel | Texas history

Other Notable High-Ranking Activities

Outdoor recreation: camping, hiking, backpacking | Festivals  
and events | Zoos and aquariums | Ecotourism

Trip planning | Festivals and events | Budget-friendly options |  
Unique culinary experiences | Hidden gems | Accessibility

Top 5 Activities by %: Dining | State Parks | Shopping | Historical and cultural sites | Beaches



# MULTICHANNEL ENGAGEMENT

Readers have a long-standing and deeply engaged relationship with the brand and follow us as we expand our reach and content offerings across platforms.

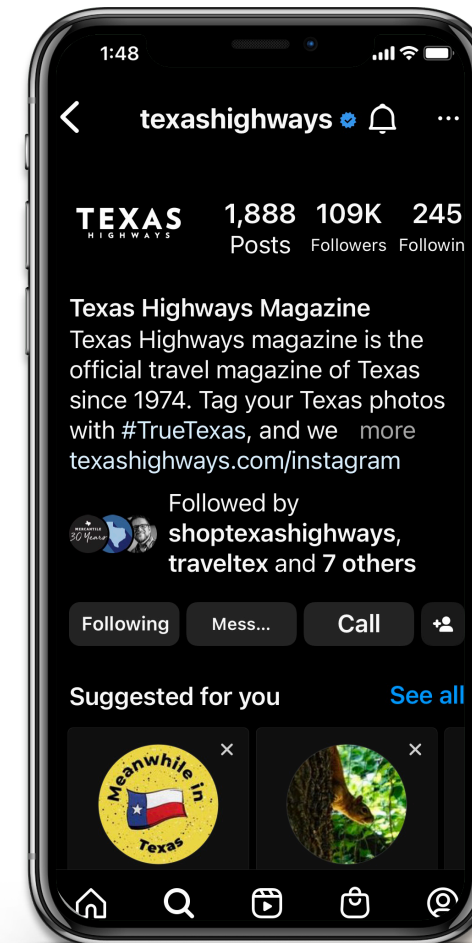


**Unmatched  
magazine loyalty...**

**82%**  
read every issue

**69 MINUTES**  
average time spent  
reading an issue

**\$21.48**  
Average subscription price, vs.  
\$13.20 for *Texas Monthly*\*



**...and unprecedented  
digital growth**

**+96%**  
web user increase  
since Jan 2020

**+41%**  
web pageview increase  
since Jan 2020

**+826%**  
Instagram audience  
growth, since Nov 2020

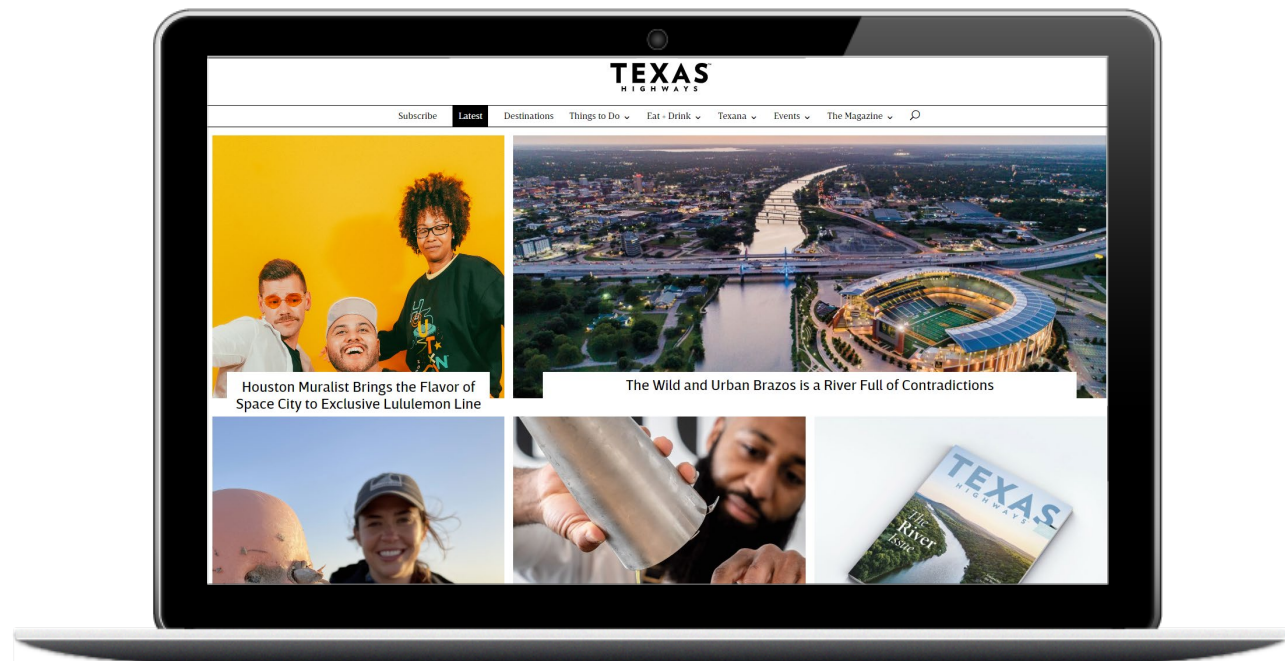
**+13.3%**  
Facebook audience  
growth, since Jan 2020



# OVERVIEW

**On-demand coverage of the people, places, and wide-open spaces of Texas.**

- ✚ Web-exclusive stories featured weekly; greater focus on more timely travel news.
- ✚ Core content sections include Destinations, Eat + Drink, Things to Do, Texana, and Events.
- ✚ Events section houses the most comprehensive, searchable event information repository in the state, with information updated in real time.
- ✚ Magazine archive available through 2014; anticipate full archive availability from 1975 by 2023.



**2.1 Million+**

annual users  
(Nov 2021-Nov 2022 )



**3 Million +**

annual page views  
(Nov 2021-Nov 2022 )



**+96%**

user increase since  
Jan 2020



**+41%**

pageview increase  
since Jan 2020



# RATES, DEADLINES, SPECS

- All rates are net
- Space close is the **1<sup>st</sup> of the preceding month**; materials due the 15<sup>th</sup> of the preceding month
- If either space or materials close falls on a weekend or holiday, deadline moves to the next business day

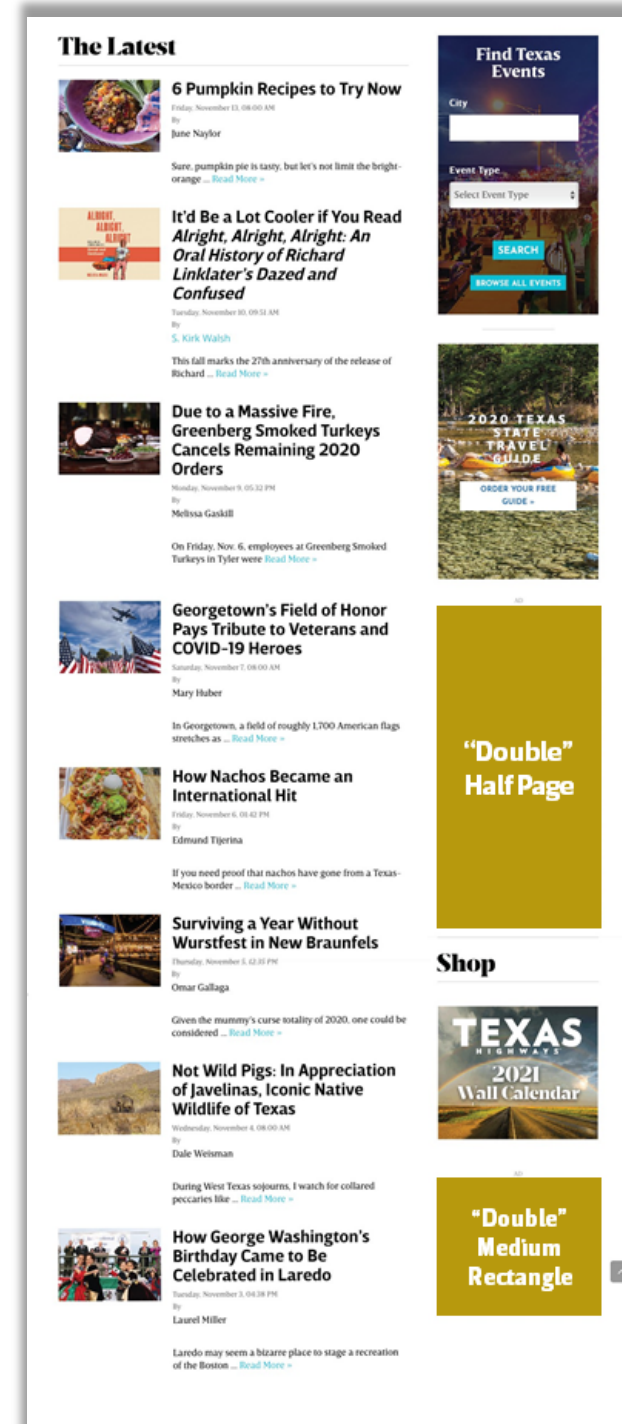
Unit	Net	Size
'Double' Medium Rectangle	\$590	600 x 500
'Double' Half Page	\$800	600 x 1200

## NOTES

- 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.

## TECHNICAL GUIDELINES

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, iFrames.
- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- 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 (com- et cursor, etc.).
- Client is responsible for tracking click-thrus 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](https://adobe.com/resources/richmedia/tracking/designers_guide)



## AD MATERIAL QUESTIONS?

Send an email to  
[Raquel.Sanchez@txdot.gov](mailto:Raquel.Sanchez@txdot.gov)


## 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 (web).
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."



# OVERVIEW

Keep up with what’s new from Texas Highways and what’s happening around the state with three monthly newsletters.



1
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 15<sup>th</sup> of each month




3
BEHIND THE ISSUE

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

Deployed the last week of each month



94,000+
  
opt-in subscribers
  
(avg. per edition)



28.5%
  
avg. open rate



27,000+
  
avg. impressions
  
per edition



2,000+
  
avg. clicks
  
per edition



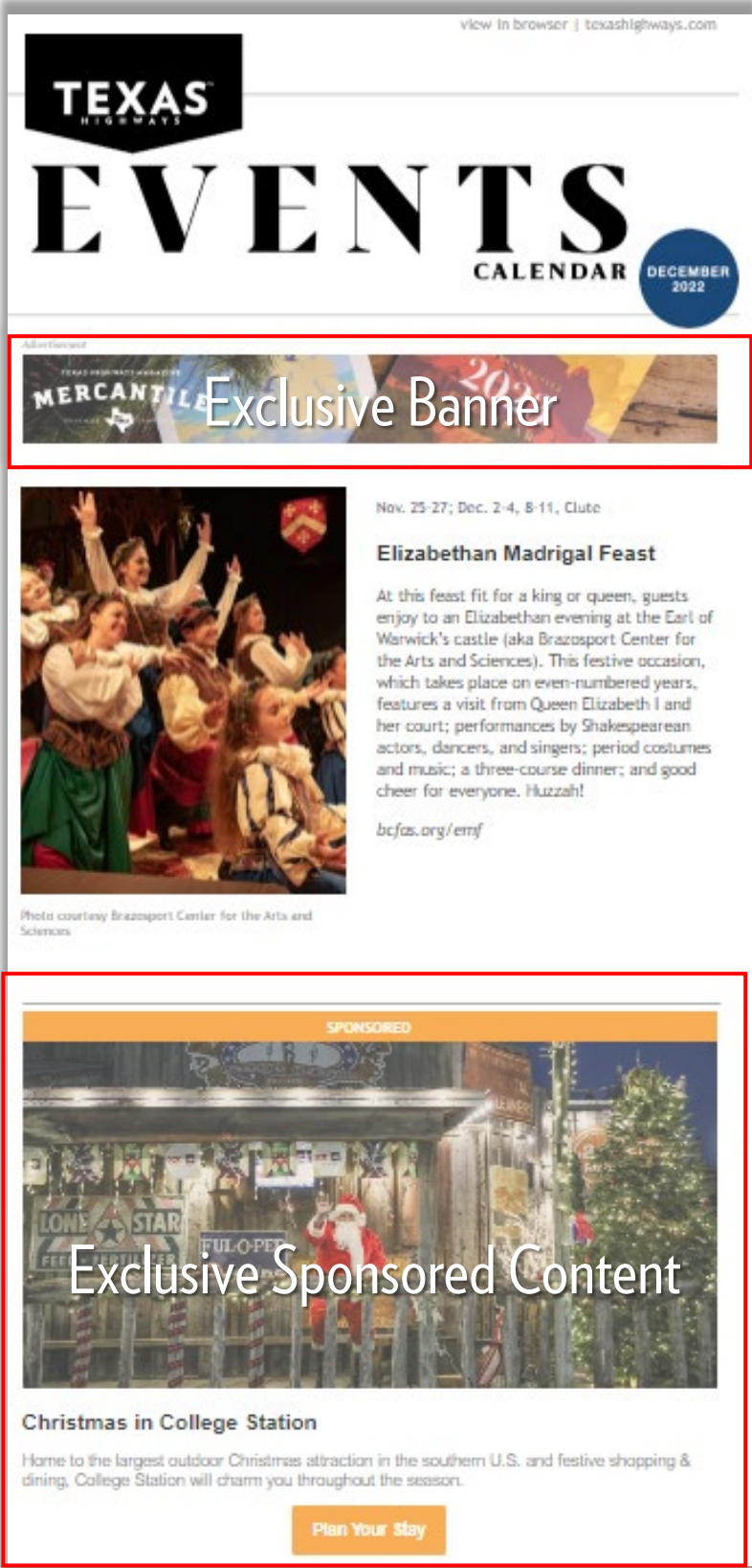
# RATES & DEADLINES

- All rates are net
- Two exclusive units available for each edition; one sponsored content and one banner

Unit	Net
Sponsored Content	\$2,156
Banner	\$1,840

- Space closes for all editions **the 1<sup>st</sup> of the preceding month**; materials due 7 days after
- If either space or materials close falls on a weekend or holiday, deadline moves to the next business day

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





# SPECS

## 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

## 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

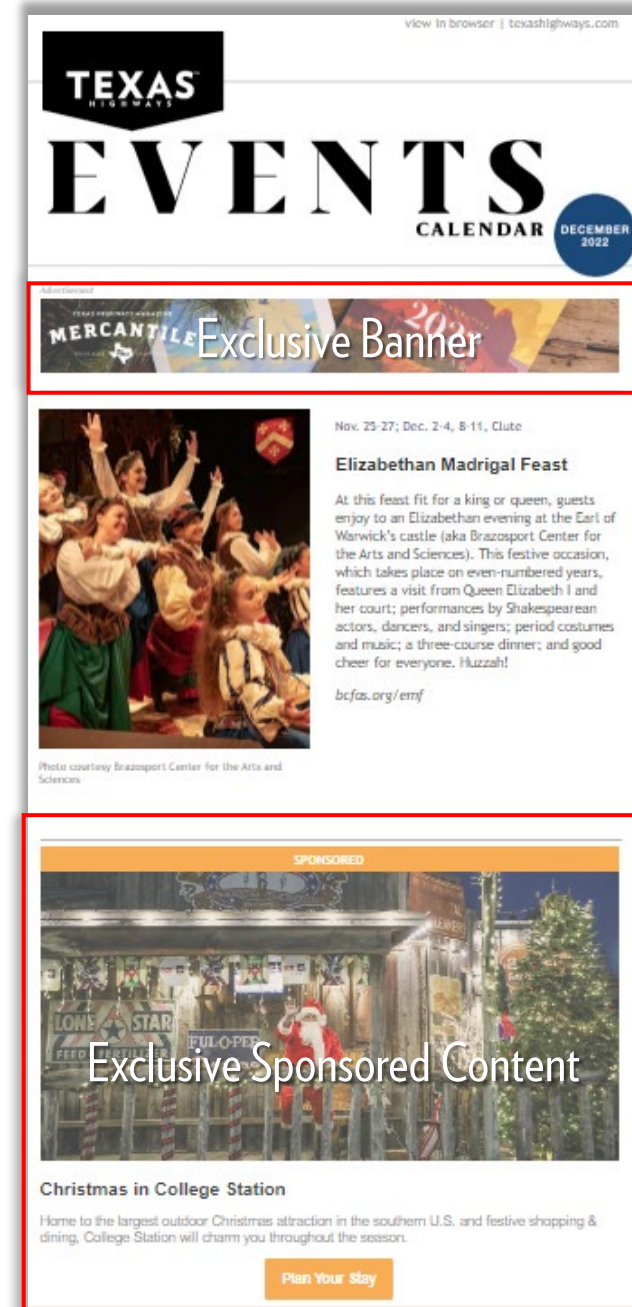
- GIF, JPB, 8-BIT or PNG (no Javascript)

### 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.



## AD MATERIAL QUESTIONS?

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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."



# ADVERTISING POLICIES

*Texas Highways* adheres to ASME (American Society of Magazine Editors) editorial guidelines.

The magazine operates on the following principles:

- Every reader is entitled to fair and accurate news and information.
- The value of magazines to advertisers depends on reader trust.
- The difference between editorial content and marketing messages must be transparent.
- Editorial integrity must not be compromised by advertiser influence.

**ACCEPTABLE ADVERTISING**

- Texas vacation, travel, and tourism- related features, sites, facilities, destinations, accommodations, restaurants, events, equipment, and services
- Texas shopping opportunities related to destinations, food products, and
- Texas-related products
- Pleasure-driving features, sites, equipment, facilities, destinations, and services
- Recreational features, sites, equipment, facilities, and services
- Camping, hiking, fishing, birding, boating, outdoor features, bicycling, gardening, photography, wildlife viewing, astronomy, and geology
- Public transportation modes, products, facilities, and services
- Financial, media, and higher education services related to Texas institutions
- Real estate developments related to recreational and retirement living, and other matters of interest and value to the public and highway users
- Hospitals

**NON-ACCEPTABLE ADVERTISING**

- Out-of-state travel-tourism features, locations, destinations, facilities, and services, unless augmenting Texas travel or tourism, or unless on border locations with ties to Texas
- Alcoholic beverages (see exception below)
- Tobacco products
- Sexually oriented products and services
- Other subjects not related to travel and tourism as determined by the Department

**ADVERTISING RESTRICTIONS**

*Texas Highways* will not accept advertising:

- It deems misleading or a misrepresentation of facts
- From an entity, organization, or individual that discriminates based on any state or federally legally protected class of persons

**ADVERTISING EXCEPTIONS**

The following is not considered to be an advertisement for alcoholic beverages:

- An advertisement from a person or legal entity registered and authorized to use the Texas Department of Agriculture’s GO TEXAN certification mark for the purpose of verifying their product or service as grown, produced, manufactured, or provided in Texas, advertising on-site facilities open to the general public which highlight the GO TEXAN registered product or service as grown, produced, or manufactured in Texas

**COVERS**

- Cover and premium ads must be approved by *Texas Highways* publisher.

**PREMIUM POSITION ADS**

- All premium pages will be full page (single) ads, and they may bleed.
- Unless specifically contracted, premium position ads will be left-read.

**CO-OP ADS**

- Co-op ads will always be placed in the back of the book. Co-op ads are not eligible for premium positioning, even with a surcharge.

**ADJACENCIES**

- *Texas Highways* does not offer adjacencies. If an advertiser is featured in the editorial of an issue, their ad will not appear near the article.

**WHEN TO LABEL ADVERTISING**

- Advertisements that could be mistaken for editorial content should be labeled, even if the advertisement does not resemble the issue in which it appears.
- Publisher will determine which ads must be labeled.



# TERMS & CONDITIONS

*Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive or Publisher.*

## **PAYMENT**

- Payment shall be cash with order of Net 30 from invoice date.
- Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

## **POSITIONING**

- Special placement requests will be accommodated, if possible, on a first-come, first-served basis, confirmed by an insertion order, and will result in a 10% surcharge.
- Co-op advertisements do not qualify for special placement.
- Back cover and inside cover spread ad design and creative must be approved by publisher.

## **CANCELLATION AND CHANGES**

- Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
- Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
- The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

## **PUBLISHER'S LIABILITY**

- Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
- Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.
- Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
- The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

## **MISCELLANEOUS**

- Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
- The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.