

TEXAS STATE TRAVEL GUIDE

Space Closing: October 5, 2016
Materials Due: October 12, 2016
First Distribution: January 2017

Advertising Rates

ROP:	Gross
Full Page	\$24,850
Two Thirds (2/3) Page	\$17,752
Half (1/2) Page	\$14,928
One Third (1/3) Page	\$ 8,952
One Sixth (1/6) Page	\$ 5,645
Premium Positions:	
	Gross
Cover 2 (Inside Front)	\$28,578
Cover 3 (Inside Back)	\$28,081
Cover 4 (Back)	\$29,820
Spread (Run of Publication)	\$47,215
Inside Front Cover Spread	\$50,757
Inside Back Cover Spread	\$50,284

Note: All rates are 4-color (no black and white). Note: Special placement requests will be accommodated if possible and will result in a 10% surcharge. Rates for inserts, gatefolds, multi-title frequency advertising, and other special advertising will be quoted on request.

Plans: Early Reservation Discount: Organizations reserving their space by Wednesday, August 3, 2016 will receive a 5% discount off the net space price.

Umbrella Plan A: 5% discount for 1x Texas State Travel Guide, 3x Texas Highways Magazine, 2x Texas Events Calendar

Umbrella Plan B: 10% discount for 1x Texas State Travel Guide, 6x Texas Highways Magazine, 4x Texas Events Calendar

Umbrella Plan C: 10% discount for 1x Texas State Travel Guide, 12x Texas Highways Magazine, 2x Texas Events Calendar

Contracted Umbrella Plan discount applies to TexasHighways.com, Texas Highways Extra eNewsletter, and the Official Texas State Travel Map. See advertising representative for details.

Payment: Payment with order or net 30 from invoice date. All orders must be paid in full by October 12, 2016, unless tear sheet or proof of printing is required.

Texas Highways Events Calendar

Advertising Rates/Due Dates

Year 2016/2017

Run of Publication	1X	2X	4X
	Gross	Gross	Gross
FULL PAGE	\$ 2,223	\$ 2,154	\$ 2,084
HALF PAGE	\$ 1,528	\$ 1,493	\$ 1,424
THIRD PAGE	\$ 1,111	\$ 1,076	\$ 1,007

COVERS (4-Color)	1X	2X	4X
	Gross	Gross	Gross
COVER 2	\$ 3,473	\$ 3,226	\$ 2,977
COVER 3	\$ 2,977	\$ 2,729	\$ 2,481
COVER 4	\$ 4,167	\$ 3,969	\$ 3,771

Note: Special placement requests will be accommodated if possible and will result in a 10% surcharge.

Payment with order or net 30 from invoice date. All orders must be paid in full by 30 days after publication release date. Rates for inserts, multi-title frequency advertising, and other special advertising will be quoted on request.

Advertising Due Dates:

<u>Issue Date</u>	<u>Space Closing</u>	<u>Materials Due</u>	<u>Release Date</u>
Summer 2016 (J,J,A)	Feb 10, 2016	Feb 24, 2016	May 1, 2016
Fall 2016 (S,O,N)	May 11, 2016	May 25, 2016	August 1, 2016
Winter 2015-16 (D,J,F)	Aug 10, 2016	Aug 24, 2016	Nov 1, 2016
Spring 2016 (M,A,M)	Nov 9, 2016	Nov 23, 2016	February 1, 2017

TEXAS HIGHWAYS MAGAZINE

Texas Rate Card (All rates gross)

Four-Color	1x	3x	6x	12x	18x	24x
Full Page ROP	\$7,476	\$7,102	\$6,878	\$6,654	\$6,429	\$6,206
2/3 Page	\$6,174	\$5,865	\$5,681	\$5,495	\$5,310	\$5,124
1/2 Page	\$4,853	\$4,615	\$4,469	\$4,323	\$4,177	\$4,032
1/3 Page	\$3,492	\$3,318	\$3,213	\$3,108	\$3,003	\$2,899
1/6 Page	\$1,922	\$1,826	\$1,768	\$1,710	\$1,653	\$1,595
Cover 2	\$8,447	\$8,025	\$7,771	\$7,518	\$7,264	\$7,011
Cover 3	\$8,148	\$7,741	\$7,496	\$7,252	\$7,007	\$6,763
Cover 4	\$8,597	\$8,167	\$7,909	\$7,651	\$7,393	\$7,136
ROP Spread	\$14,204	\$13,494	\$13,068	\$12,642	\$12,215	\$11,789
IFC Spread	\$15,127	\$14,371	\$13,917	\$13,460	\$13,009	\$12,555
IBC Spread	\$14,843	\$14,101	\$13,656	\$13,201	\$12,765	\$12,320

Special placement requests will be accommodated if possible and will result in a 10% surcharge.

Co-op advertisements do not qualify for special placement.

Payment: Payment with order or net 30 from invoice date.

Space Deadline: 27th of the third month preceding issue date.

Materials Deadline: Seven days after space closing. When material or space closing dates fall on a Saturday, Sunday, or a holiday, space or materials are due the preceding workday.

Cover Ad Creative: Back cover and inside cover ad design creative must be approved by the Texas Highways creative director. Coop ads and ads with excessive photography, fonts, and copy will not be accepted.

TEXAS HIGHWAYS MAGAZINE

National Rate Card (All rates gross)

Four-Color	1x	3x	6x	12x	18x	24x
Full Page ROP	\$12,460	\$11,837	\$11,463	\$11,090	\$10,715	\$10,343
2/3 Page	\$10,290	\$9,776	\$9,469	\$9,158	\$8,894	\$8,540
1/2 Page	\$8,096	\$7,691	\$7,448	\$7,061	\$6,962	\$6,720
1/3 Page	\$5,820	\$5,530	\$5,355	\$5,180	\$5,005	\$4,831
1/6 Page	\$3,202	\$3,043	\$2,947	\$2,851	\$2,754	\$2,659
Cover 2	\$14,080	\$13,376	\$12,954	\$12,531	\$12,109	\$11,686
Cover 3	\$13,581	\$12,902	\$12,495	\$12,087	\$11,680	\$11,272
Cover 4	\$14,329	\$13,613	\$13,183	\$12,753	\$12,323	\$11,893
ROP Spread	\$23,674	\$22,490	\$21,780	\$21,070	\$20,360	\$19,649
IFC Spread	\$25,213	\$23,952	\$23,196	\$22,440	\$21,683	\$20,927
IBC Spread	\$25,450	\$24,178	\$23,414	\$22,651	\$21,887	\$21,124

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TEXAS OFFICIAL TRAVEL MAP

Advertising Rates

Year 2016 Rate Base: 1,400,000
Space Closing: October 5, 2016
Materials Due: October 12, 2016
First Distribution: January 2017

ROP:	Gross
Full Panel	\$52,395
Half (1/2) Panel	\$29,584

Note: All rates are 4-color (no black and white).
Payment: Payment with order or net 30 from invoice date. All orders must be paid in full by October 12, 2016.
Discount plans: Contact AJR Media Group for more information on multi-title discounts with the other TxDOT travel publications: *Texas Highways*, *Texas State Travel Guide* and *Texas Highways Events Calendar*.
Ad Creative Back cover and inside cover ad design creative must be approved by the Texas Highways creative director.

TexasHighways.com

Online Advertising Rates

Current web statistics are available from advertising representatives.

Based on Available Inventory:	Gross
Medium Rectangle (300 x 250)	\$495
Wide Skyscraper (160 x 600)	\$495
Rectangle (180 x 150)	\$200

Note: Based on available inventory
Banners are sold in 25,000 impression increments which are scheduled to be delivered in a 30-day period. In the event that the 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.

Payment: Payment with order or net 30 from invoice date.

Discount plans: Contact AJR Media Group for more information on multi-title discounts with the other TxDOT travel publications: *Texas Highways*, *Texas State Travel Guide* and *Texas Highways Events Calendar*.

Texas Highways Extra
(Twice monthly eNewsletter)

Advertising Rates

Approximate opt-in recipients per issue: 100,000

Based on Available Inventory:	Gross
Exclusive Banner (468 x 60)	\$1,250
Text Advertisements (limited to 3 per issue)	\$250

Note: Based on available inventory

Payment: Payment with order or net 30 from invoice date.

Discount plans: Contact AJR Media Group for more information on multi-title discounts with the other TxDOT travel publications: *Texas Highways*, *Texas State Travel Guide* and *Texas Highways Events Calendar*.