

TEXAS STATE TRAVEL GUIDE

Space Closing: December 7, 2020

Materials Due: December 14, 2020

First Distribution: March 2021

2021 Edition Advertising Rates

Approximate distribution for 2021: 300,000

Run of Publication	Gross
Full Page	\$9,372
Two Thirds (2/3) Page	\$6,695
Half (1/2) Page	\$5,630
One Third (1/3) Page	\$3,376
One Sixth (1/6) Page	\$2,129

Premium Positions	Gross
Cover 2 (Inside Front)	\$10,778
Cover 3 (Inside Back)	\$10,590
Cover 4 (Back)	\$11,247
Spread (Run of Publication)	\$17,807
Inside Front Cover Spread	\$19,143
Inside Back Cover Spread	\$18,964

Notes

- All rates are 4-color (no black and white).
- 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.

Umbrella Plans

- **Plan A:** 5% discount for 1x Texas State Travel Guide, 3x Texas Highways Magazine, 2x Texas Events Calendar
- **Plan B:** 10% discount for 1x Texas State Travel Guide, 6x Texas Highways Magazine, 4x Texas Events Calendar
- **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 E-newsletters, and the Official Texas State Travel Map.

Advertising Contact

For additional details and to discuss other advertising opportunities, contact an advertising representative:

AJR Media Group

Phone: 800-383-7677

Email: TexasHighways@AJRMediaGroup.com

Payment

Payment with order or net 30 from invoice date. All orders must be paid in full by December 14, 2020, unless tear sheet or proof of printing is required.

TEXAS HIGHWAYS EVENTS CALENDAR

<u>Issue Date</u>	<u>Space Closing</u>	<u>Materials Due</u>	<u>Release Date</u>
Winter (Dec, Jan, Feb)	Aug 15	Aug 22	Nov 1
Spring (Mar, Apr, May)	Nov 15	Nov 22	Feb 1
Summer (Jun, Jul, Aug)	Feb 15	Feb 22	May 1
Fall (Sep, Oct, Nov)	May 15	May 22	Aug 1

*If 15th falls on a Saturday, Sunday, or holiday, space close or release date moves back to preceding Friday

2020-2021 Advertising Rates (Gross)

Approximate quarterly distribution: 65,000

Run of Publication	1x	2x	4x
Full Page	\$2,223	\$2,154	\$2,084
Half (1/2) Page	\$1,528	\$1,493	\$1,424
One Third (1/3) Page	\$1,111	\$1,076	\$1,007

Premium Positions	1x	2x	4x
Cover 2 (Inside Front)	\$2,423	\$2,434	\$2,355
Cover 3 (Inside Back)	\$2,977	\$2,348	\$2,272
Cover 4 (Back)	\$2,556	\$2,477	\$2,397

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TEXAS HIGHWAYS MAGAZINE

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 Sat, Sun, or a holiday, space or materials are due the preceding workday.

2020-2021 Texas Rate Card (Gross)

300,000+ Total Readership

Run of Publication	1x	3x	6x	12x	18x	24x
Full Page	\$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
Spread	\$14,204	\$13,494	\$13,068	\$12,642	\$12,215	\$11,789

Run of Publication	1x	3x	6x	12x	18x	24x
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
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

Notes

- Current circulation details available from advertising representative.
- All rates are 4-color (no black and white).
- 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.
- Co-op advertisements do not qualify for special placement; those with excessive photography, fonts, and copy will not be accepted.
- Back cover and inside front cover ad design must be approved by the Texas Highways Publisher.

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Full Page	\$7,476	\$7,102	\$6,878	\$6,654	\$6,429	\$6,206
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TEXAS OFFICIAL TRAVEL MAP

Space Closing: October 4, 2020

Materials Due: October 11, 2020

First Distribution: January 2021

2021 Edition Advertising Rates

Approximate annual distribution: 700,000

Run of Publication	Gross
Full Panel	\$9,500
Half (1/2) Panel	\$4,750

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TEXAS HIGHWAYS WEBSITE (TEXASHIGHWAYS.COM)

Space & Materials Deadline: Minimum two weeks prior to the first of the month in which the ad is intended to run

2020-2021 Advertising Rates

Approximate annual website visits / pageviews: 1 million+ / 2.4 million+

Run of Site	Gross
Medium Rectangle (300 x 250)	\$495
Half Page (300 x 600)	\$695

Notes

- Current web statistics are available from advertising representatives.
- Based on available inventory.
- Banners are sold in 25,000 impression increments which are scheduled to be delivered in a 30-day period. If 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.

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TEXAS HIGHWAYS E-NEWSLETTERS

Space close: 12th day of the month prior to the month of delivery

Material close: Seven days after space closing

Release dates:

Issue 1 "Events" - On or before the 15th of the month

Issue 2 "Extra" - After the 16th of the month and before the last day of the month

When material or space closing dates fall on a Sat, Sun, or a holiday, space or materials are due the preceding workday.

2020-2021 Advertising Rates

Approximate opt-in recipients per issue: 117,000

Placement	Gross
Exclusive Banner (468 x 60)	\$1,250
Exclusive Sponsored Content (image & copy)	\$1,875

Notes

- Current e-newsletter statistics are available from advertising representatives.
- Based on available inventory.
- Banners are sold in 25,000 impression increments which are scheduled to be delivered in a 30-day period. If 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.

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