

# TEXAS STATE TRAVEL GUIDE

Space Closing: October 2, 2024

Materials Due: October 9, 2024

First Distribution: January 2025

## 2025 Edition Advertising Rates

*Approximate distribution for 2025: 500,000*

Run of Publication	Net
Full Page	\$15,269
Two Thirds (2/3) Page	\$10,908
Half (1/2) Page	\$9,172
One Third (1/3) Page	\$5,501
One Sixth (1/6) Page	\$3,469

Premium Positions	Net
Cover 2 (Inside Front)	\$17,559
Cover 3 (Inside Back)	\$17,254
Cover 4 (Back)	\$18,323
Spread (Run of Publication)	\$29,010
Inside Front Cover Spread	\$31,186
Inside Back Cover Spread	\$30,896

### 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](mailto:TexasHighways@AJRMediaGroup.com)

### Payment

Payment with order or net 30 from invoice date.

# 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 15<sup>th</sup> falls on a Saturday, Sunday, or holiday, space close or release date moves back to preceding Friday

## 2024-2025 Advertising Rates (Net)

*Approximate quarterly distribution: 65,000*

Run of Publication	1x	2x	4x
Full Page	\$2,173	\$2,106	\$2,037
Two Third (2/3) Page	\$1,834	\$1,783	\$1,715
Half (1/2) Page	\$1,494	\$1,459	\$1,392
One Third (1/3) Page	\$1,086	\$1,052	\$984

Premium Positions	1x	2x	4x
Cover 2 (Inside Front)	\$2,455	\$2,379	\$2,302
Cover 3 (Inside Back)	\$2,369	\$2,668	\$2,221
Cover 4 (Back)	\$2,499	\$2,421	\$2,343
Full Page Spread	\$4,129	\$4,001	\$3,871
Inside Front Cover Spread	\$4,397	\$4,261	\$4,122
Inside Back Cover Spread	\$4,315	\$4,181	\$4,045

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# TEXAS HIGHWAYS MAGAZINE

Space Deadline: 1st of the second 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.*

## 2024-2025 Rate Card (Net)

284,000+ Total Readership

Run of Publication	1x	3x	6x	10x	18x
Full Page	\$7,308	\$6,942	\$6,723	\$6,504	\$6,284
2/3 Page	\$6,035	\$5,733	\$5,553	\$5,371	\$5,191
1/2 Page	\$4,744	\$4,511	\$4,368	\$4,226	\$4,083
1/3 Page	\$3,413	\$3,243	\$3,141	\$3,038	\$2,935
1/6 Page	\$1,879	\$1,785	\$1,728	\$1,672	\$1,616
Spread	\$13,884	\$13,190	\$12,774	\$12,358	\$11,940

Premium Positions	1x	3x	6x	12x	18x
Cover 2	\$8,257	\$7,844	\$7,596	\$7,349	\$7,101
Cover 3	\$7,965	\$7,567	\$7,327	\$7,089	\$6,849
Cover 4	\$8,404	\$7,983	\$7,731	\$7,479	\$7,227
IFC Spread	\$14,787	\$14,048	\$13,604	\$13,157	\$12,716
IBC Spread	\$14,509	\$13,784	\$13,349	\$12,904	\$12,478

### 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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### Advertising Contact

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

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Phone: 800-383-7677

Email: [TexasHighways@AJRMediaGroup.com](mailto:TexasHighways@AJRMediaGroup.com)

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# TEXAS OFFICIAL TRAVEL MAP

Space Closing: October 2, 2024

Materials Due: October 9, 2024

First Distribution: January 2025

## 2025 Edition Advertising Rates

*Approximate annual distribution: 500,000*

Run of Publication	Net
Full Panel	\$15,477
Half (1/2) Panel	\$7,739

### Notes

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

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title frequency advertising, and other special advertising will be quoted on request.

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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

### 2024-2025 Advertising Rates

*Approximate annual website visits: 2.1 million+*

Run of Site	Net
Double Medium Rectangle (300 x 250)	\$569
Double Half Page (600 x 1200)	\$799

#### Notes

- Current web statistics are available from advertising representatives.
- Custom opportunities, such as sponsored content and social media promotions may be available upon request; please contact an advertising representative.
- 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 NEWSLETTERS

Space close: The first Monday of the preceding month of delivery

Material close: Seven days after space closing

Release dates:

Issue 1 “Scenic Route” – the first week of each month

Issue 2 “Events” - On or about the 15<sup>th</sup> of the month

Issue 3 “Behind the Issue” – the last week 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.*

## 2024-2025 Advertising Rates

*Approximate opt-in recipients per issue: 96,000+*

Placement	Net
Exclusive Banner (468 x 60)	\$1,840
Exclusive Sponsored Content (image & copy)	\$2,156

### Notes

- Current e-newsletter statistics are available from advertising representatives.
- Based on available inventory.

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