

Texas State Travel Guide & Official Travel Map

2022 Deadlines & Rates



	TEXAS STATE TRAVEL GUIDE	OFFICIAL TRAVEL MAP
Estimated Print Run	500,000	500,000
Early Reservation (5% Discount)	August 2, 2021	August 2, 2021
Space Close	October 4, 2021	October 4, 2021
Material Due	October 11, 2021	October 11, 2021
Release Date	January 1, 2022	January 1, 2022

All rates are 4-color net, no black and white

Travel Guide ROP	Net
Full Page	\$13,277
Two Thirds (2/3) Page	\$9,485
Half (1/2) Page	\$7,976
One Third (1/3) Page	\$4,783
One Sixth (1/6) Page	\$3,016

Travel Guide Premium Positions	Net
Cover 2 (Inside Front)	\$15,269
Cover 3 (Inside Back)	\$15,003
Cover 4 (Back)	\$15,933
Spread (Run of Publication)	\$25,226
Inside Front Cover Spread	\$27,119
Inside Back Cover Spread	\$26,866

Map Full Panel \$13,458 (only one available) Half Panel \$6,726 (only two available)

Total space available is either one full panel or two half panels and sold on first come, first served basis.

MULTI-TITLE DISCOUNTS	DISCOUNT	TEXAS STATE TRAVEL GUIDE	TEXAS HIGHWAYS MAGAZINE	TEXAS HIGHWAYS EVENTS CALENDAR
PLAN A:	5%	1x	3x	2x
PLAN B:	10%	1x	6x	4x
PLAN C:	10%	1x	12x	2x

NOTES:

- 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 upon request.
- Payment with order or net 30 from invoice date. All orders must be paid in full seven days after materials are due, unless tear sheet or proof of printing is required.

For more information
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