

Texas State Travel Guide & Official Travel Map

2021 Deadlines & Rates



	TEXAS STATE TRAVEL GUIDE	OFFICIAL TRAVEL MAP
Estimated Print Run	300,000	700,000
Space Close	December 7, 2020	October 5, 2020
Material Due	December 14, 2020	October 12, 2020
Release Date	March 1, 2021	January 1, 2021

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

Travel Guide ROP	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

Travel Guide 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

Map	Full Panel \$9,500 (only one available)	Half Panel \$4,750 (only two available)
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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 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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