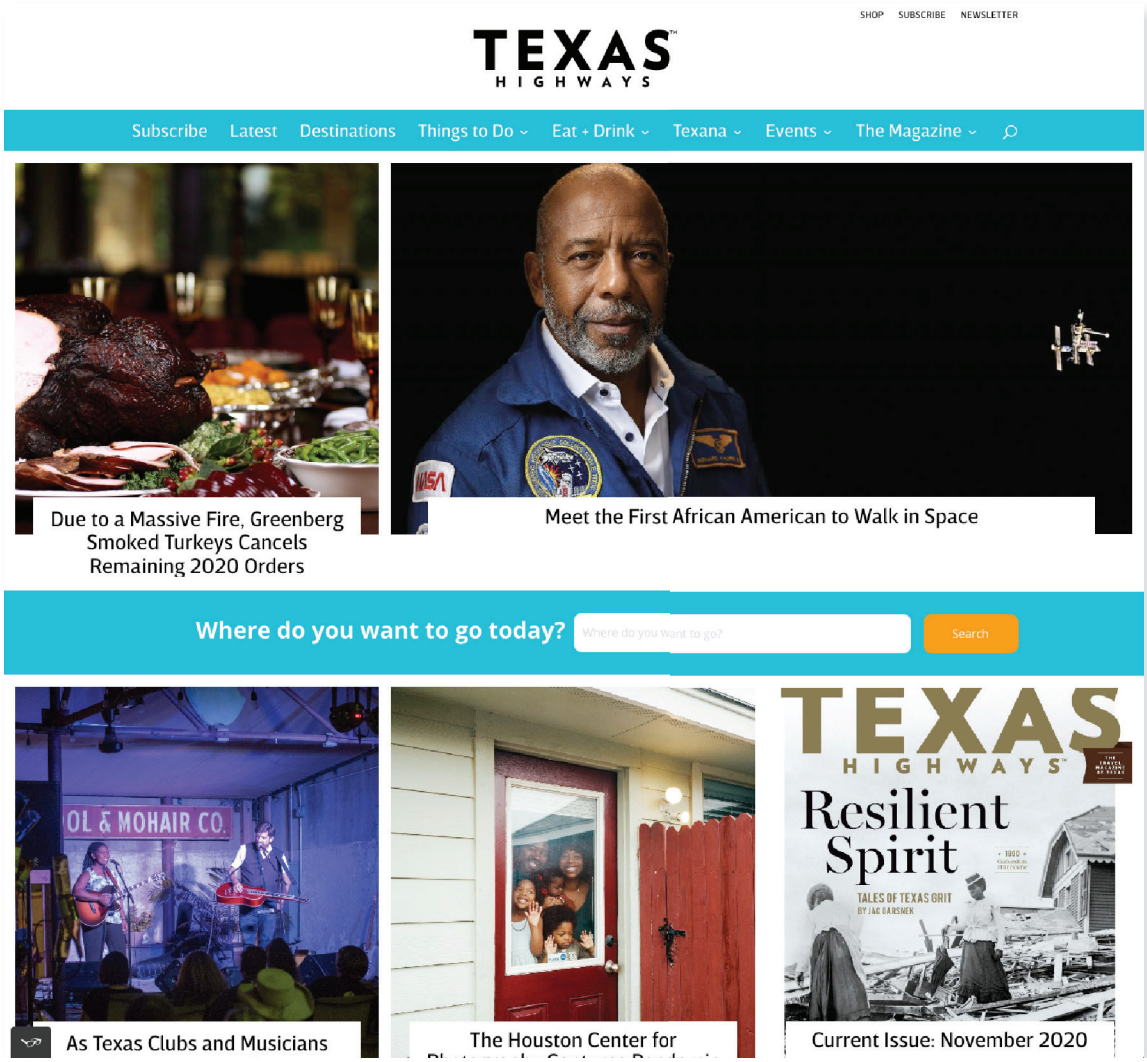
Fast Facts

On-demand coverage of the people, places, and wide-open spaces of Texas. Interactive web-only features are presented through core content sections: Destinations, Things to Do, Eat + Drink, and Texana.

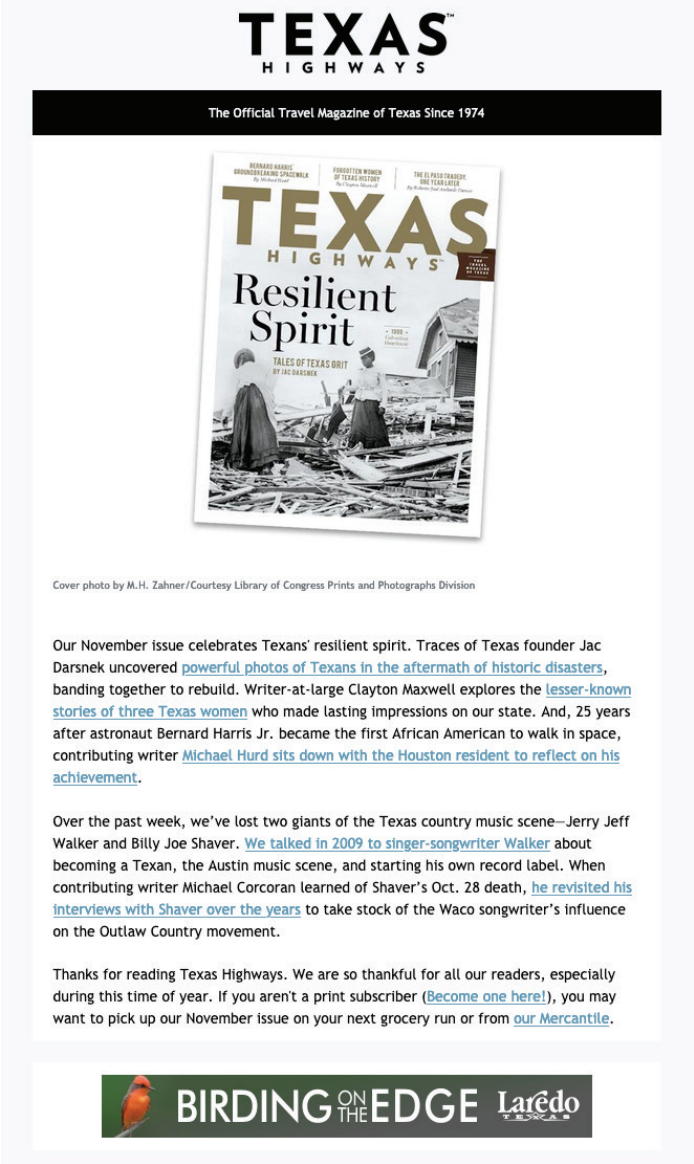


1,617,142
ANNUAL WEBSITE VISITS
+4%
VS. YEAR AGO

3,076,706
ANNUAL WEBSITE PAGE VIEWS
+17%
VS. YEAR AGO

Source: Google Analytics, period ending 12/31/2020

Texas Highways E-Newsletter



TEXAS HIGHWAYS

The Official Travel Magazine of Texas Since 1974

Cover photo by M.H. Zahner/Courtesy Library of Congress Prints and Photographs Division

Our November issue celebrates Texans' resilient spirit. Traces of Texas founder Jac Darsnek uncovered powerful photos of Texans in the aftermath of historic disasters, banding together to rebuild. Writer-at-large Clayton Maxwell explores the lesser-known stories of three Texas women who made lasting impressions on our state. And, 25 years after astronaut Bernard Harris Jr. became the first African American to walk in space, contributing writer Michael Hurd sits down with the Houston resident to reflect on his achievement.

Over the past week, we've lost two giants of the Texas country music scene—Jerry Jeff Walker and Billy Joe Shaver. We talked in 2009 to singer-songwriter Walker about becoming a Texan, the Austin music scene, and starting his own record label. When contributing writer Michael Corcoran learned of Shaver's Oct. 28 death, he revisited his interviews with Shaver over the years to take stock of the Waco songwriter's influence on the Outlaw Country movement.

Thanks for reading Texas Highways. We are so thankful for all our readers, especially during this time of year. If you aren't a print subscriber (Become one here!), you may want to pick up our November issue on your next grocery run or from our Mercantile.

Fast Facts

Twice-monthly magazine extras, upcoming events, Mercantile specials, subscription offers, and more

106,232

E-NEWSLETTER SUBSCRIBERS

16.7%

E-NEWSLETTER OPEN RATE

99.4%

E-NEWSLETTER DELIVERY RATE

Source: Campaign Monitor, period ending 12/31/2020

TexasHighways.com

Rates, Ad Sizes & Specifications

1.6 million+ annual website visits | 3.1 million annual page views

BANNERS

AD UNIT	NET RATE	SIZE
'Double' Medium Rectangle	$495	600 x 500
'Double' Half Page	$695	600 x 1200

NOTES:

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, iFrames.
- Banners are sold in 25,000 impression increments, scheduled to be delivered in a 30-day period based on the TxDOT ad server.
- In the event 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.

DEADLINE:

- Minimum two weeks prior to the first of the month in which the ad is intended to run.

ADDITIONAL GUIDELINES:

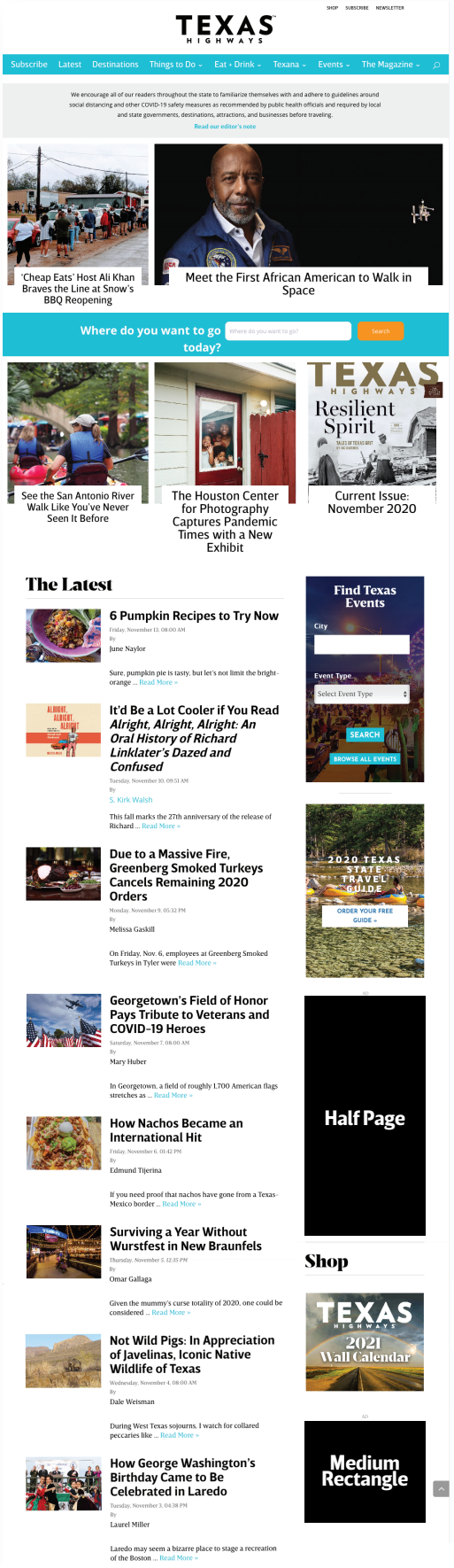
- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- Be sure to include click-through URL for each unit.
- Audio may not begin playing without direct user action within the banner area.
- No on-load pop-over ads.
- No banners that require/install additional plug-ins (comet cursor, etc.).
- Client is responsible for tracking click-throughs on JavaScript and iFrame ads hosted by a 3rd party.

If unfamiliar, refer to this guide from Adobe:
adobe.com/resources/richmedia/tracking/designers_guide

SECURE AD MATERIALS UPLOAD INFORMATION

Using the TxDOT Box.com site:

1. Go to **https://texashighways.com/submitads/**.
2. Select the link on the page that corresponds to the property for which you are uploading materials (such as the magazine, website, etc.).
3. Select the file(s) you would like to upload from your computer.
4. Fill out the "Client name, issue date" field.
5. Fill out your email address.
6. Click on 'Submit' for file to upload.
7. Remain on the page until upload is complete and you see "Success! Your file has been submitted."



Advertising material questions?
Send an email to **Raquel.Sanchez@txdot.gov**

For more information
AJR Media Group: 800-383-7677 | TexasHighways@AJRMediaGroup.com

Rates, Ad Sizes & Specifications

106,232+ opt-in subscribers

EXCLUSIVE BANNER – $1,600 NET

SIZE	FORMATS	WEIGHT	
468 x 60	GIF, JPG, 8-BIT PNG (no Javascript)	<35k	• Must provide link (click-thru URL) for call-to-action button • If providing an animated GIF, you may have a maximum of 3 loops/15 seconds

(Note: Not all email clients will display the animation. If supplying an animated GIF, place your call to action on the first and last frame to ensure your message is communicated to email clients that do not support animation.)

EXCLUSIVE SPONSORED CONTENT – $1,875 NET

IMAGE/PHOTO
1200 x 600 pixels (displays as 600 x 300)

GIF, JPG, or PNG

350K max file size

Provide photo credit

COPY
Headline: <35 characters

Body copy: <160 characters

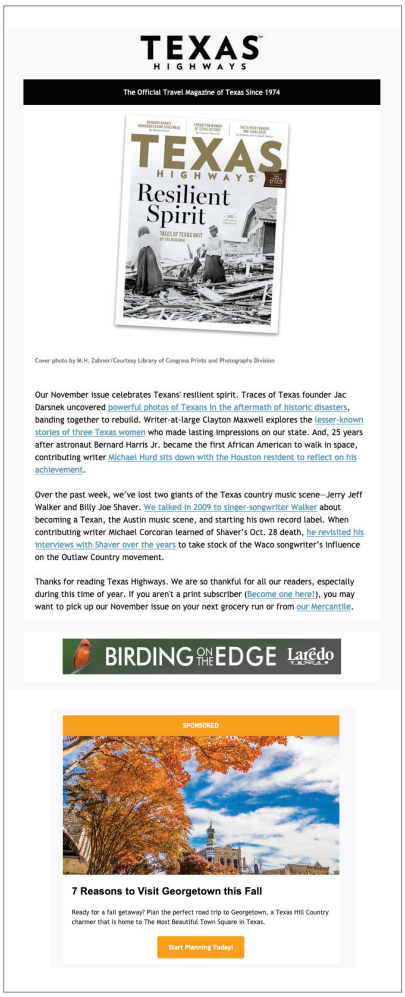
Call-to-action button copy: <20 characters

- Must provide link (click-thru URL) for call-to-action button
- Will appear as the second position after the first editorial 'block'
- *Texas Highways* will add a 'sponsored' bar on the top of the photo
- Photo cannot be a banner ad

DEADLINES:

E-newsletters are deployed twice a month. 'Events' emails highlight upcoming events for the next month. 'Issue Release' emails feature content from the latest issue of *Texas Highways* magazine, and are deployed concurrently with each issue's newsstand on-sale date.

RELEASE MONTH	SPACE CLOSE	MATERIALS DUE	TOPIC	RELEASE DATE
April 2021	FRI 03/05/21	**MON 03/15/21**	May Events	THU 04/15/21
			May Issue Release	THU 04/29/21
May 2021	MON 04/05/21	**THU 04/15/21**	June Events	THU 05/13/21
			June Issue Release	THU 05/27/21
June 2021	TUE 05/04/21	**FRI 05/14/21**	July Events	TUE 06/15/21
			July Issue Release	THU 06/24/21
July 2021	FRI 06/04/21	**TUE 06/15/21**	August Events	THU 07/15/21
			August Issue Release	THU 07/29/21
August 2021	MON 07/05/21	**THU 07/15/21**	September Events	THU 08/12/21
			September Issue Release	THU 08/26/21
September 2021	TUE 08/03/21	**FRI 08/13/21**	October Events	WED 09/15/21
			October Issue Release	THU 09/23/21
October 2021	FRI 09/03/21	**WED 09/15/21**	November Events	FRI 10/15/21
			November Issue Release	THU 10/28/21
November 2021	TUE 10/05/21	**FRI 10/15/21**	December Events	MON 11/15/21
			December Issue Release	THU 11/25/21
December 2021	FRI 11/05/21	**MON 11/15/21**	January Events	WED 12/15/21
			January Issue Release	THU 12/23/21
January 2022	FRI 12/03/21	**WED 12/15/21**	February Events	FRI 01/14/22
			February Issue Release	THU 01/27/22
February 2022	TUE 01/04/22	**FRI 01/14/22**	March Events	TUE 02/15/22
			March Issue Release	THU 02/24/22
March 2022	FRI 02/04/22	**TUE 02/15/22**	April Events	TUE 03/15/22
			April Issue Release	TBD



SECURE AD MATERIALS UPLOAD INFORMATION

Using the TxDOT Box.com site:

1. Go to **https://texashighways.com/submitads/**.
2. Select the link on the page that corresponds to the property for which you are uploading materials (such as the magazine, website, etc.).
3. Select the file(s) you would like to upload from your computer.
4. Fill out the "Client name, issue date" field.
5. Fill out your email address.
6. Click on 'Submit' for file to upload.
7. Remain on the page until upload is complete and you see "Success! Your file has been submitted."

For more information

AJR Media Group: 800-383-7677
TexasHighways@AJRMediaGroup.com

FOR MORE INFORMATION CONTACT:
AJR Media Group | 800.383.7677
TexasHighways@AJRMediaGroup.com
25132 Oakhurst Dr. Suite 201
Spring, TX 77386