



2018-2019 ADVERTISING RATES/DUE DATES

4-COLOR	1X GROSS	2X GROSS	4X GROSS
FULL PAGE	\$2,223	\$2,154	\$2,084
HALF PAGE	\$1,528	\$1,493	\$1,424
THIRD PAGE	\$1,111	\$1,076	\$1,007

COVERS (4-COLOR)	1X GROSS	2X GROSS	4X GROSS
COVER 2	\$3,473	\$3,226	\$2,977
COVER 3	\$2,977	\$2,729	\$2,481
COVER 4	\$4,167	\$3,969	\$3,771

Note: Special placement requests will be accommodated if possible and will result in a 10% surcharge.

Payment with order or net 30 from invoice date. All orders must be paid in full by 30 days after publication release date. Rates for inserts, multi-title frequency advertising, and other special advertising will be quoted on request.

DISCOUNT PLANS: Several discount plans are available for purchasing multiple ads across *Texas Highways* branded properties (*Texas Highways* magazine, texashighways.com, *Texas Highways Events Calendar*, as well as the *Texas State Travel Guide*, and Texas State Map). If you think you might like to take advantage of these offers, please contact your AJR Media Group sales representative for more information.

ADVERTISING DUE DATES:

ISSUE DATE	SPACE CLOSING	MATERIALS DUE	RELEASE DATE
Spring 2018 (March-May)	Nov. 15, 2017	Nov. 22, 2017	Feb. 15, 2018
Summer 2018 (June-August)	Feb. 21, 2018	Feb. 28, 2018	May 15, 2018
Fall 2018 (September-November)	May 16, 2018	May 23, 2018	Aug. 15, 2018
Winter 2018-19 (December-February)	Aug. 15, 2018	Aug. 22, 2018	Nov. 15, 2018
Spring 2019 (March-May)	Nov. 21, 2018	Nov. 28, 2018	Feb. 15, 2019

FOR MORE INFORMATION CONTACT:

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