



## 2016-2017 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](http://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
Fall 2016 (September–November)	May 11, 2016	May 25, 2016	Aug. 1, 2016
Winter 2016-17 (December–February)	Aug. 10, 2016	Aug. 24, 2016	Nov. 1, 2016
Spring 2017 (March–April)	Nov. 9, 2016	Nov. 23, 2016	Feb. 1, 2017
Summer 2017 (June–August)	Feb. 8, 2017	Feb. 22, 2017	May 1, 2017
Fall 2017 (September–November)	May 10, 2017	May 24, 2017	Aug. 1, 2017

**FOR MORE INFORMATION CONTACT:** **AJR Media Group**  
 25132 Oakhurst Drive, Suite 201  
 Spring, Texas 77386  
 Phone: 800.383.7677  
 Fax: 713.942.0277  
[texaseventscalendar@ajrmediagroup.com](mailto:texaseventscalendar@ajrmediagroup.com)