



TEXAS STATE TRAVEL GUIDE

ADVERTISING RATES

Year 2019 Print Run: 700,000*
 Space Closing: October 5, 2018
 Materials Due: October 12, 2018
 First Distribution: January 2019

ROP	Gross
Full Page	\$21,868
Two Thirds (2/3) Page	\$15,622
Half (1/2) Page	\$13,137
One/Third (1/3) Page	\$7,878
One/Sixth (1/6) Page	\$4,968

Premium Positions	Gross
Cover 2 (Inside Front)	\$25,149
Cover 3 (Inside Back)	\$24,711
Cover 4 (Back)	\$26,242
Spread (Run of Publication)	\$41,549
Inside Front Cover Spread	\$44,666
Inside Back Cover Spread	\$44,250

Note: All rates are 4-color (no black and white). Note: 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 on request.

Early Reservation Discount: Organizations reserving their space by Friday, August 3, 2018 will receive a 5% discount off the net space price.

Discount Plans: Umbrella Plan A: 5% discount for 1x Texas State Travel Guide, 3x Texas Highways Magazine, 2x Texas Events Calendar

Umbrella Plan B: 10% discount for 1x Texas State Travel Guide, 6x Texas Highways Magazine, 4x Texas Events Calendar

Umbrella Plan C: 10% discount for 1x Texas State Travel Guide, 12x Texas Highways Magazine, 2x Texas Events Calendar

Contracted Umbrella Plan discount applies to TexasHighways.com, Texas Highways Extra eNewsletter, and the Official Texas State Travel Map. See advertising representative for details.

Payment: Payment with order or net 30 from invoice date. All orders must be paid in full by October 12, 2018, unless tear sheet or proof of printing is required.

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* Additional quantities may be printed to fulfill demand. A second run is considered bonus circulation.