

TEXAS **EVENTS** CALENDAR

2012-13



2012/2013 RATE AND MARKET INFORMATION

TEXAS 2012-13 EVENTS CALENDAR

KEVIN STILLMAN/TXDOT



Mardi Gras in Port Arthur

THE OFFICIAL SOURCE OF STATEWIDE EVENTS AND FESTIVALS

- Reach frequent travelers and promote your destination, events and festivals
- Primarily distributed at all TxDOT Travel Information Centers
- Additional distribution through fulfillment packets sent to requestors
- Cost efficient—affordable!

CHARACTER
That Builds with the Tide.

WISDOM, HOSPITALITY and world-class amenities create unique moments on each day in Galveston. Visitors enjoy under the sun and take refreshing dips in the warm Gulf waters on miles of beautiful, white beaches at Moody Gardens and Seaside. Share special memories for the whole family.

The Spring, enjoy one of our many outdoor activities including the 5th Annual Paddlefest fun boating event, a kayak race with Arnie Race on the Saturday 7:30 "Paddlefest" Kayaking Competition, or work back to work.

For the best character, join our Local Center!

1-800-797-5144 • www.galveston.com

SPRING TEXAS EVENTS CALENDAR

The TEXAS EVENTS CALENDAR is published quarterly by the Travel Information Division of the Texas Department of Transportation from information supplied by Texas Chapters of commerce, convention and trade associations, and event organizers. Information on additional events may be obtained weekly through each city's chamber of commerce or convention and visitors bureau.

Data for events listed in this calendar were correct at the time of publication and are subject to change. Please confirm dates or address by calling the number listed or by contacting the local chamber of commerce.

Editor: Erin Hicks
Send event listings to: Texas Events Calendar, P.O. Box 151009, Austin, Texas 78715-1009
E-Mail: tex@txdot.gov
Phone: 512-465-2676

Listing deadlines:
FALL (Sept., Oct., Nov.) June 1
WINTER (Dec., Jan., Feb.) Sept. 1
SPRING (Mar., Apr., May) Dec. 1
SUMMER (June, July, Aug.) Mar. 1

Advertising Sales Office:
A&H Media Group
2015 Oakwood Drive
Suite 201
Spring, Texas 77380
800-835-7277
Fax: 281-945-0277

On the cover: Drivers take their turn on the road! The National Polka Festival is back! The year is better in May 27-29. Photo: Michael Amador/TXDOT

© Texas Department of Transportation
Printed on Recycled Paper

TRAVEL INFORMATION RESOURCES

Texas Travel Information: Travelers may receive real condition information by visiting our website or requesting a copy by calling 800-453-0026 for 24-hour automated road condition information and accident reports on locations of active spring, mid-winter and fall foliage. Travelers may also call daily, from 8 a.m. to 6 p.m. central time, to speak to a professional travel counselor for travel information and trip planning assistance.

Website:
www.txdot.gov
www.txdotinfo.com
www.txdot.state.tx.us
www.txdot.com

The general region where events occur will be listed using the state outline map.

***Travel Information Centers:**
Texas Travel Information Centers are open 8 a.m. to 5 p.m. daily, and from 8 a.m. to 6 p.m. Memorial Day weekend through Labor Day. The Capital Visitor Center (located on I-35, S. of Austin, Monday through midnight on New Year's Day, Easter, Thanksgiving, Christmas Eve and Christmas Day) (hours may vary by year and corresponding number.)

1	Austin	800-555-1441
2	Anthony	915-886-5488
3	Ashe	512-843-8588
4	Beaumont	904-663-2380
5	Chattanooga	940-865-2301
6	Langley	432-591-2340
7	Carroll	936-671-2726
8	Orange	409-883-9416
9	Eastland	937-794-2114
10	Valley	956-429-4277
11	Waxahatchee	936-887-2547
12	Wichita Falls	940-723-7391

TO SUBSCRIBE TO THE TEXAS EVENTS CALENDAR:
To receive a free issue of the Texas Events Calendar quarterly, fill out the form below and mail it to: The Texas Events Calendar, P.O. Box 142526, Austin, Texas 78714-2526. A letter will be mailed each year to offer the option to renew your subscription. Single copies may be requested without a subscription by calling 800-453-0026. To receive an e-mail notice when a digital version of the calendar is available, please e-mail your request to: txevents@txdot.gov

Please send upcoming issues of the TEXAS EVENTS CALENDAR to:

Name _____
Address _____
City _____ State _____ Zip _____

CIRCULATION

SPRING	65,000 (March, April, May events)
SUMMER	65,000 (June, July, August events)
FALL	65,000 (September, October, November events)
WINTER	65,000 (December, January, February events)

EDITORIAL PROFILE

The *Texas Events Calendar* has been published by the Texas Department of Transportation for more than 50 years. Each quarterly issue contains hundreds of events from across the state and from within each of the seven tourism regions.



STAN A. WILLIAMS/TXDOT

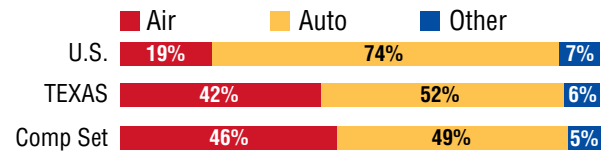
Night in Old Pecos and Cantaloupe Festival in Pecos



RANDALL MAXWELL/TXDOT

Main Mode of Transportation: U.S., Texas and Competitive Set

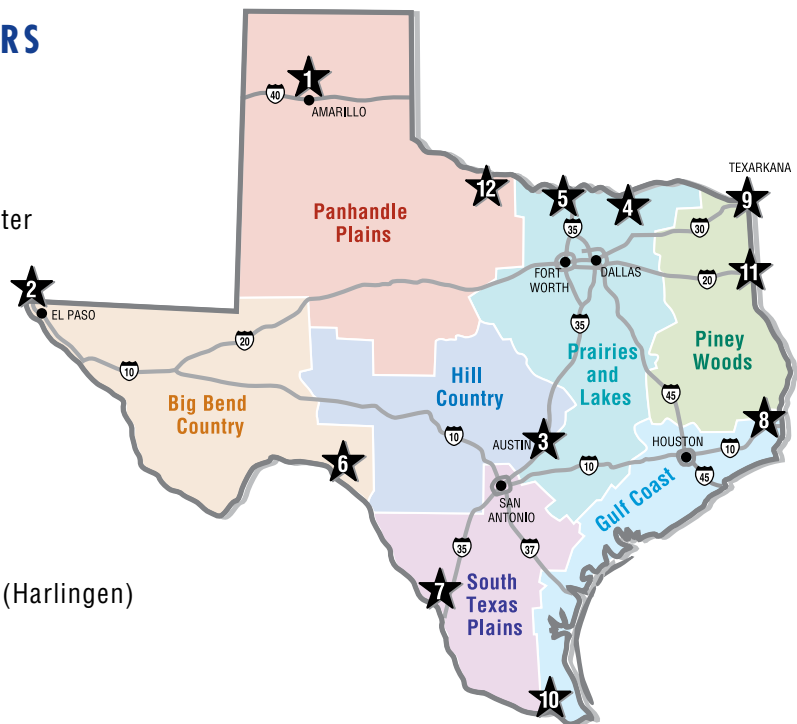
(% of overnight leisure non-resident person-days in 2009)



Source: DK Shifflet & Associates, Ltd. 2010

★ TRAVEL INFORMATION CENTERS

- | | | |
|----|---------------|--------------------------------|
| 1 | Amarillo | I-40 |
| 2 | Anthony | I-10 |
| 3 | Austin | Capitol Visitor Center |
| 4 | Denison | U.S. 69/75 |
| 5 | Gainesville | I-35 |
| 6 | Langtry | U.S. 90/Loop 25 |
| 7 | Laredo | I-35 at U.S. 83 |
| 8 | Orange | I-10 |
| 9 | Texarkana | I-30 |
| 10 | Valley | U.S. 77 at U.S. 83 (Harlingen) |
| 11 | Waskom | I-20 |
| 12 | Wichita Falls | I-44, exit C |



TEXAS EVENTS CALENDAR

YEAR 2012/2013 Advertising Rates/Due Dates

BLACK/WHITE	1X Gross / Net		2X Gross / Net		4X Gross / Net	
FULL PAGE	\$ 1,512	\$ 1,285	\$ 1,465	\$ 1,245	\$ 1,418	\$ 1,205
HALF PAGE	\$ 1,040	\$ 884	\$ 1,016	\$ 864	\$ 968	\$ 823
THIRD PAGE	\$ 756	\$ 643	\$ 733	\$ 623	\$ 685	\$ 582

4-COLOR	1X Gross / Net		2X Gross / Net		4X Gross / Net	
FULL PAGE	\$ 2,117	\$ 1,799	\$ 2,051	\$ 1,743	\$ 1,985	\$ 1,687
HALF PAGE	\$ 1,455	\$ 1,237	\$ 1,422	\$ 1,209	\$ 1,356	\$ 1,153
THIRD PAGE	\$ 1,058	\$ 900	\$ 1,025	\$ 871	\$ 959	\$ 815

COVERS (4-Color)	1X Gross / Net		2X Gross / Net		4X Gross / Net	
COVER 2	\$ 3,308	\$ 2,811	\$ 3,072	\$ 2,611	\$ 2,835	\$ 2,410
COVER 3	\$ 2,835	\$ 2,410	\$ 2,599	\$ 2,209	\$ 2,363	\$ 2,008
COVER 4	\$ 3,969	\$ 3,374	\$ 3,780	\$ 3,213	\$ 3,591	\$ 3,052

Net rate reflects 15% commission to recognized agencies or advertisers providing camera-ready materials. Cash with order or net 30 from invoice date. All orders must be paid in full by material due date. Rates for inserts, multi-title frequency advertising, and other special advertising will be quoted on request.

Advertising Due Dates:

ISSUE DATE	SPACE CLOSING	MATERIALS DUE
Spring 2012 (Mar., Apr., May 2012)	Nov. 14, 2011	Nov. 28, 2011
Summer 2012 (Jun., Jul., Aug. 2012)	Feb. 13, 2012	Feb. 27, 2012
Fall 2012 (Sep., Oct., Nov. 2011)	May 14, 2012	May 28, 2012
Winter 2012-13 (Dec. 2011, Jan., Feb. 2012)	Aug. 13, 2012	Aug. 27, 2012
Spring 2013 (Mar., Apr., May 2012)	Nov. 12, 2012	Nov. 26, 2012

For more information contact:

AJR Media Group
25132 Oakhurst Drive, Suite 201
Spring, Texas 77386
Phone (800) 383-7677
Fax (713) 942-0277
texaseventscaledar@ajrmediagroup.com