

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.

When hospitality and seafood shoppes create unique moments on each day in Galveston. Visitors enjoy under the sun and take refreshing dips in the warm Gulf waters on either of beachfronts, while amenities at Moody Gardens and Submarine Shoppes offer excitement 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" Experience Galveston's amazing side and flow for the ideal weekend break, or work here weekend.

For the best Character has join our Social Center!

1-409-797-5144 • 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 related business, 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 date 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: txevcal@tdot.gov
Phone: 512-468-2676

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

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TRAVEL INFORMATION RESOURCES

Texas Travel Information: Travelers may receive real condition information by visiting our website or requesting a copy by calling 800-465-6026 for 24-hour automated road condition information and accident reports on locations of active spring wildfires 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.txdot.gov/roadinfo
www.txdot.gov/roadinfo/roadinfo.html
www.txdot.gov/roadinfo/roadinfo.html

The general region where events occur will be listed using the state name here.

***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 competing number.)

1	Austin	800-555-1441
2	Anthony	915-886-5488
3	Austin	512-468-2688
4	Denton	940-463-2380
5	Corpus Christi	949-665-2301
6	Lubbock	806-795-2340
7	Carrollton	940-371-2728
8	Orange	409-883-9416
9	San Antonio	210-794-2114
10	Valley	936-429-4277
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 800-465-6026. To receive an e-mail notice when a digital version of the calendar is available, please e-mail your request to txevcal@tdot.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

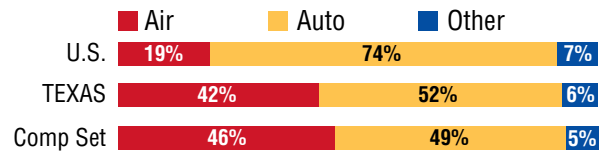
Night in Old Pecos and Cantaloupe Festival in Pecos



RANDALL MAXWELL/TXDOT

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

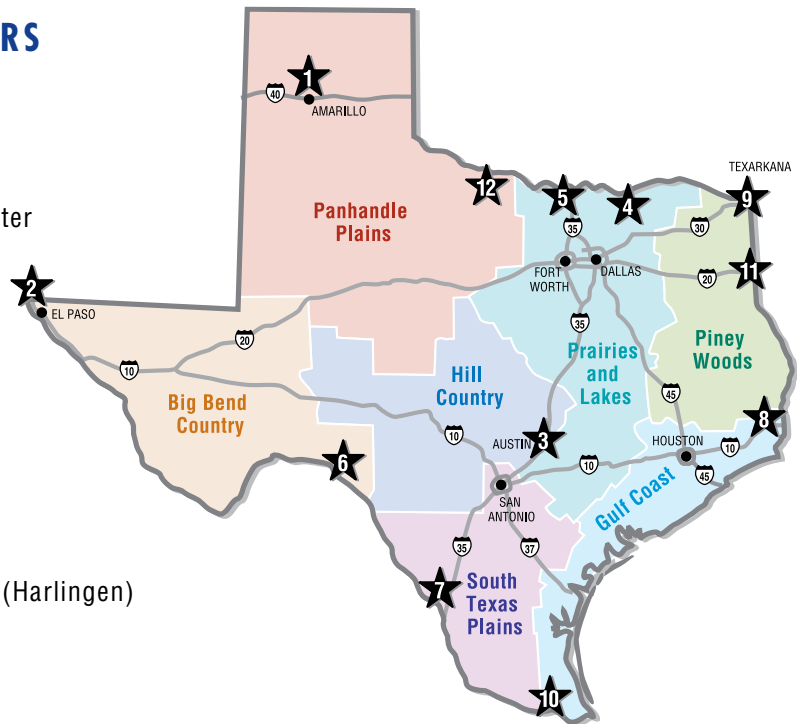
(% of overnight leisure non-resident person-days in 2009)



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 25, 2012
Winter 2012-13 (Dec. 2011, Jan., Feb. 2012)	Aug. 13, 2012	Aug. 24, 2012
Spring 2013 (Mar., Apr., May 2012)	Nov. 12, 2012	Nov. 26, 2012

For more information contact:

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