



TEXAS STATE TRAVEL GUIDE ADVERTISING RATES

Year 2013 Rate Base: 900,000

Space Closing: October 3, 2012

Materials Due: October 10, 2012

First Distribution: January 2013

ROP:	Gross	Net*
Full Page	\$23,667	\$20,116
Two Thirds (2/3) Page	\$16,907	\$14,371
Half (1/2) Page	\$14,217	\$12,084
One/Third (1/3) Page	\$8,526	\$7,247
One/Sixth (1/6) Page	\$5,376	\$4,569

Premium Positions:	Gross	Net*
Cover 2 (Inside Front)	\$34,125	\$29,006
Cover 3 (Inside Back)	\$31,773	\$27,007
Cover 4 (Back)	\$42,624	\$36,231
Spread (Inside Front Cover, Inside Back Cover)	\$57,792	\$49,123

*Commission: 15% to recognized agencies providing camera-ready materials.

Note: All rates are 4-color (no black and white). Run-of-book spreads are 2 times the page rate. Rates for inserts, gatefolds, multi-title frequency advertising, and other special advertising will be quoted on request. Multiple fractional ads will be priced at the equivalent page rate.

Early Reservation: Organizations reserving their space by Friday, August 3, 2012 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*

2013 advertisers will receive a full year listing in the marketplace section of www.texashighways.com and be allowed to update the image 4xs during calendar year 2013. Advertisers committing to 1/2 page or greater will also receive two free banners during the calendar year 2013.

Payment: Cash with order or net 30 from invoice date. All orders must be paid in full by October 10, 2012.

For more information contact: **AJR Media Group**
25132 Oakhurst Drive, Suite 201
Spring, Texas 77386
Phone (800) 383-7677
Fax (713) 942-0277
TSTG@ajrmediagroup.com