



2017-2018 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, *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 2017 (September–November)	May 10, 2017	May 24, 2017	Aug. 1, 2017
Winter 2017-18 (December–February)	Aug. 16, 2017	Aug. 23, 2017	Nov. 15, 2017
Spring 2018 (March–May)	Nov. 15, 2017	Nov. 22, 2017	Feb. 15, 2018
Summer 2018 (June–August)	Feb. 21, 2018	Feb. 28, 2018	May 15, 2018
Fall 2018 (September–November)	May 16, 2018	May 23, 2018	Aug. 15, 2018

FOR MORE INFORMATION CONTACT:

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