

TEXAS STATE TRAVEL GUIDE

Year 2011 Rate Base: 800,000
 Space Closing: October 5, 2010
 Materials Due: October 12, 2010
 First Distribution: January 2011

Advertising Rates

ROP:	Gross	Net*
Full Page	\$22,540	\$19,159
Two Thirds (2/3) Page	\$16,102	\$13,687
Half (1/2) Page	\$13,540	\$11,509
One Third (1/3) Page	\$8,120	\$6,902
One Sixth (1/6) Page	\$5,120	\$4,352
Premium Positions:		
	Gross	Net*
Cover 2 (Inside Front)	\$32,500	\$27,625
Cover 3 (Inside Back)	\$30,260	\$25,721
Cover 4 (Back)	\$40,595	\$34,506
Spread (Inside Front Cover Inside Back Cover)	\$55,040	\$46,784

***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.
 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

Payment: Discounts apply to www.texashighways.com
 Cash with order or net 30 from invoice date. All orders must be paid in full by October 12, 2010.

TEXAS EVENTS CALENDAR

Advertising Rates/Due Dates

Year 2010/2011 Rate Base: 90,000 Circulation: Spring, Summer, Fall
 75,000 Circulation: Winter

Black/White	1X		2X		4X	
	Gross	Net	Gross	Net	Gross	Net
FULL PAGE	\$1,680	\$1,428	\$1,628	\$1,384	\$1,575	\$1,339
HALF PAGE	\$1,155	\$982	\$1,129	\$960	\$1,076	\$915
THIRD PAGE	\$840	\$714	\$814	\$692	\$761	\$647

4-Color	1X		2X		4X	
	Gross	Net	Gross	Net	Gross	Net
FULL PAGE	\$2,352	\$1,999	\$2,279	\$1,937	\$2,205	\$1,874
HALF PAGE	\$1,617	\$1,374	\$1,580	\$1,343	\$1,507	\$1,281
THIRD PAGE	\$1,176	\$1,000	\$1,139	\$968	\$1,066	\$906

Covers (4-Color)	1X		2X		4X	
	Gross	Net	Gross	Net	Gross	Net
COVER 2	\$3,675	\$3,124	\$3,413	\$2,901	\$3,150	\$2,678
COVER 3	\$3,150	\$2,678	\$2,888	\$2,454	\$2,625	\$2,231
COVER 4	\$4,410	\$3,749	\$4,200	\$3,570	\$3,990	\$3,392

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:

<u>Issue Date</u>	<u>Space Closing</u>	<u>Materials Due</u>
Summer 2010 (Jun, Jul, Aug-2010)	Feb. 12, 2010	Feb. 26, 2010
Fall 2010 (Sep, Oct, Nov-2010)	May 14, 2010	May 28, 2010
Winter 2010-11 (Dec-2010, Jan, Feb-2011)	Aug. 13, 2010	Aug. 30, 2010
Spring 2011 (Mar, Apr, May-2011)	Nov. 12, 2010	Nov. 29, 2010

TEXAS HIGHWAYS MAGAZINE

Texas Rate Card

Four-Color	1x	3x	6x	12x	18x	24x
Full Page	\$7120	\$6764	\$6550	\$6337	\$6123	\$5910
2/3 Page	\$5880	\$5586	\$5410	\$5233	\$5057	\$4880
1/2 Page	\$4626	\$4395	\$4256	\$4117	\$3978	\$3840
1/3 Page	\$3326	\$3160	\$3060	\$2960	\$2860	\$2761
1/6 Page	\$1830	\$1739	\$1684	\$1629	\$1574	\$1519
Cover 2	\$9100	\$8645	\$8372	\$8099	\$7826	\$7553
Cover 3	\$8700	\$8265	\$8004	\$7743	\$7482	\$7221

Notes All rates are 4-color. Run-of-book spreads are 2 times Page Rate with frequency discounts applied to the cumulative total of pages scheduled. Rates for inside cover spreads, inserts, gatefolds, multi-title/frequency advertising, and other special advertising will be quoted on request. Preferred position, add 10% to all rates.

Section Guides (Holiday, Product, and Destination): \$1300 per insertion

Commission: 15% to recognized agencies providing print ready materials.

Payment: Cash with order or net 30 from invoice date.

Space Deadline: 27th of the third month preceding issue date.

Materials Deadline: Seven days after space closing. When material or space closing dates fall on a Saturday, Sunday, or a holiday, space or materials are due the preceding workday.

Web Site Advertising

Home page sponsorship: \$2,000/month (180 x 300 pixels)

Section page banners: \$500/mo (180 x 300 pixels), \$300/mo (180 x 150 pixels)

Marketplace listings: \$600/year

TEXAS HIGHWAYS MAGAZINE

National Rate Card

Four-Color	1x	3x	6x	12x	18x	24x
Full Page	\$11,867	\$11,273	\$10,917	\$10,562	\$10,205	\$9,850
2/3 Page	\$9,800	\$9,310	\$9,016	\$8,722	\$8,428	\$8,133
1/2 Page	\$7,710	\$7,325	\$7,093	\$6,682	\$6,630	\$6,400
1/3 Page	\$5,543	\$5,267	\$5,100	\$4,933	\$4,767	\$4,601
1/6 Page	\$3,050	\$2,898	\$2,807	\$2,715	\$2,623	\$2,532
Cover 2	\$15,167	\$14,408	\$13,953	\$13,498	\$13,043	\$12,588
Cover 3	\$14,500	\$13,775	\$13,340	\$12,905	\$12,470	\$12,035

Notes All rates are 4-color. Run-of-book spreads are 2 times Page Rate with frequency discounts applied to the cumulative total of pages scheduled. Rates for inside cover spreads, inserts, gatefolds, multi-title/frequency advertising, and other special advertising will be quoted on request. Preferred position, add 10% to all rates.

Section Guides (Holiday, Product, and Destination): \$2,167 per insertion

Commission: 15% to recognized agencies providing print ready materials.
Payment: Cash with order or net 30 from invoice date.
Space Deadline: 27th of the third month preceding issue date.
Materials Deadline: Seven days after space closing. When material or space closing dates fall on a Saturday, Sunday, or a holiday, space or materials are due the preceding workday.

Web Site Advertising

Home page sponsorship: \$3,333/mo. Advertisers with 6x Full Page commitment in a 12 month period will receive 3 months of home page sponsorship free on a first come, first served basis.

Section page banners: \$833/mo (180 x 300 pixels), \$500/mo (180 x 150 pixels)

Marketplace: \$1,000/year

TEXAS ACCOMMODATIONS GUIDE

Listing Fees

Individual Property Listing Fee: \$225

Individual Property Listing Fee for TH&LA Members: \$125

Corporate Property Listing Fee: \$125

Corporate Property Listing Fee for TH&LA Members: \$115

Terms: Payee must pay on a single invoice with a minimum of 25 listings

TACVB Property Listing Fee: \$135

TACVB Property Listing Fee for TH&LA Members: \$125

Terms: Payee must pay on a single invoice with a minimum of 5 listings

Upgrades: Bold/All Cap \$25.00 2nd Color \$25.00