

Texas State Travel Guide

Year 2008 Rate Base: 800,000
 Space Closing: October 3, 2007
 Materials Due: October 10, 2007
 First Distribution: January 2008

Advertising Rates

ROP:	Gross	Net*
Full Page	\$22,540	\$19,159
Half (2) Page	\$13,540	\$11,509
One Fourth (1/4) 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)	\$59,273	\$50,382

*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: Cash with order or net 30 from invoice date. All orders must be paid in full by October 10, 2007.

Texas Highways Magazine

Advertising Rates

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.

Commission: 15% to recognized agencies providing camera-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.

Texas Accommodations Guide

Listing Fees

Individual Listing Fee: \$225

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

Corporate Listing Fee: \$215

Terms: Payee must pay on a single invoice with a minimum of 75 listings

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

Terms: Payee must pay on a single invoice with a minimum of 75 listings

TACVB Listing Fee: \$135

Terms: Payee must pay directly for 5 or more properties

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

Terms: Payee must pay directly for 5 or more properties

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

Corporate participants will receive a 10% discount on all insertion orders placed in the Texas State Travel Guide and/or Texas Highways Magazine regardless of frequency