TEXAS STATE PARKS are where outdoor-loving people go to have fun and relax. Park visitors love to travel and explore Texas. Help them discover what you have to offer.

AUDIENCE

- **36** - median age of park visitors
- **$102,000** - average household income
- **One third** of park visitors also visit other nearby businesses and attractions
- **70%** of day-use visitors are from the four top Metropolitan Statistical Areas in Texas

RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$8,000</td>
</tr>
<tr>
<td>Full-page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half-page</td>
<td>$2,500</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$995</td>
</tr>
</tbody>
</table>

**Nonprofit Rate**

- **Full-page** | $4,000
- **Half-page** | $2,000

**Spread and full-page advertisers receive added value:**

Rotating banner ad in mobile app

Available at:

Texas State Parks, Whole Earth Provision Co. stores, REI stores, Texas Travel Information Centers, chambers of commerce or visitors bureaus, RV dealers, and other supporting businesses.

To advertise, contact:

StatePark.Advertising@tpwd.texas.gov

Chellie Thompson  (512) 293-9277

Dana Lee   (713) 380-2166

TexasStateParks.org

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**FORMAT**
Print-ready, Macintosh-originated PDF files are required (Windows or non-standard file formats will not be accepted).

**IMAGES**
CMYK, 300 dots per inch, EPS or PSD format. All spot/PMS colors must be converted to CMYK by the advertiser. If not, the publisher will do so and bear no responsibility for color shifts. Do not exceed density of 300% of all four colors in any area.

**PROOFS**
Color-critical ads must be accompanied by a SWOP-certified proof or will be printed to standard densities. We do not supply confirming proofs nor bear responsibility for errors in ad reproduction if no proof is received. You will be contacted should your ad require modifications.

**WHERE TO SEND**
Texas Parks and Wildlife Department, Communications
Attn: Marketing
4200 Smith School Road
Austin, TX 78744
(512) 389-8115

Email: spguide@tpwd.texas.gov

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**Print**

**Printing:**
4-color/CMYK

**Binding:**
Saddle-stitched

**TWO-PAGE SPREAD**

Bleed: 11.25” x 8.875”
(.25” bleed on all sides, minimum of .125”)
Trim: 10.75” x 8.375”
Live/Safety: 10.625” x 8”
(.1875” on all sides)

NOTE: 2-page spreads can be built as facing pages or as a single page. Crossover images are maintained in either layout. Place text in such a way that letters or graphic elements are not positioned on the fold.

**FULL:**

Bleed: 5.875” wide x 8.875” tall
(.25” on all sides)
Trim: 5.375” x 8.375”
Live/Safety: 5” x 8”
(.1875” on all sides)

**HALF:**

4.8125” wide x 3.75” high
(no bleed)

**QUARTER:**

2.25” wide x 3.75” high
(no bleed)

**Mobile App**

Dimensions:
728 x 90 and 1456 x 180 px
320 x 50 and 640 x 100 px
Format: JPG
Link: URL