

TEXAS STATE PARKS **ADVERTISING OPPORTUNITIES**



250,000 PRINT COPIES



300,000+ MOBILE APP DOWNLOADS

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

Two-page spread	\$8,000
Full-page	\$5,000
Half-page	\$2,500
Quarter-page	\$995

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

DESIGN SPECIFICATIONS



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

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)

Bleeds from facing pages are acceptable.

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