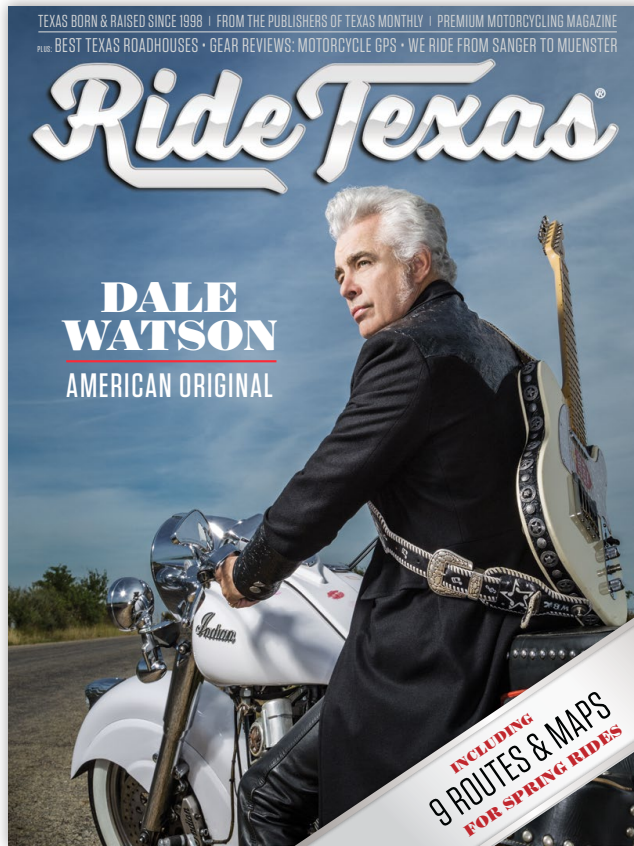


RideTexas®

RIDE TEXAS is a premium, quarterly motorcycle-travel guide covering Texas and nearby states. The emphasis is on providing readers with high-quality, relevant content they can actually use for trip planning including multiple custom maps.

Started in 1998, the publication uses conversational storytelling to take readers along for journeys on back roads and to undiscovered destinations that make for exciting weekend trips.

Advertising with **RIDE TEXAS** provides access to readers who are educated, affluent, and travel often. The average **RIDE TEXAS** reader attends multiple events each year, and is involved in various motorcycle-related clubs and associations.



TEXAS MOTORCYCLISTS:

1.2 MILLION TEXANS OWN MOTORCYCLES

\$96,637
AVERAGE HOUSEHOLD INCOME
(\$21,000 MORE THAN NATIONAL)

OUR READERS:

82% TAKE OVERNIGHT OR LONGER MOTORCYCLE TRIPS

9,100
AVG. ANNUAL MOTORCYCLE MILES

39% ATTEND 3 OR MORE EVENTS PER YEAR

RIDERS THAT PLAN ON BUYING A NEW BIKE THIS YEAR: **25%**

INSIDE RIDE TEXAS:

ROAD TRIPS & DAY TRIPS:

Multi-day and single-day trips with a TRIP PLANNER that includes custom route maps.

GO-TO DESTINATIONS:

Spotlights great destinations.

FEATURES:

Explores the people, places, and things that make up motorcycle culture.

Advertising Rates

| RUN OF THE BOOK | 1X | 2X | 4X |
|---------------------|-------|-------|-------|
| 1/4 PAGE | 710 | 640 | 510 |
| 1/2 PAGE | 1,295 | 1,165 | 930 |
| FULL PAGE | 1,990 | 1,790 | 1,430 |
| 2 PAGE SPREAD | 3,580 | 3,220 | 2,575 |
| PREMIUM | 1X | 2X | 4X |
| INSIDE COVERS | 2,490 | 2,240 | 1,790 |
| OUTSIDE BACK | 2,865 | 2,575 | 2,060 |
| WEBSITE (PER MONTH) | 1 MO. | 2 MO. | 3 MO. |
| MEDIUM BANNER | 490 | 440 | 350 |
| LARGE BANNER | 625 | 565 | 450 |
| SKY SCRAPER | 765 | 640 | 550 |
| HEADER BANNER | 1,045 | 940 | 750 |

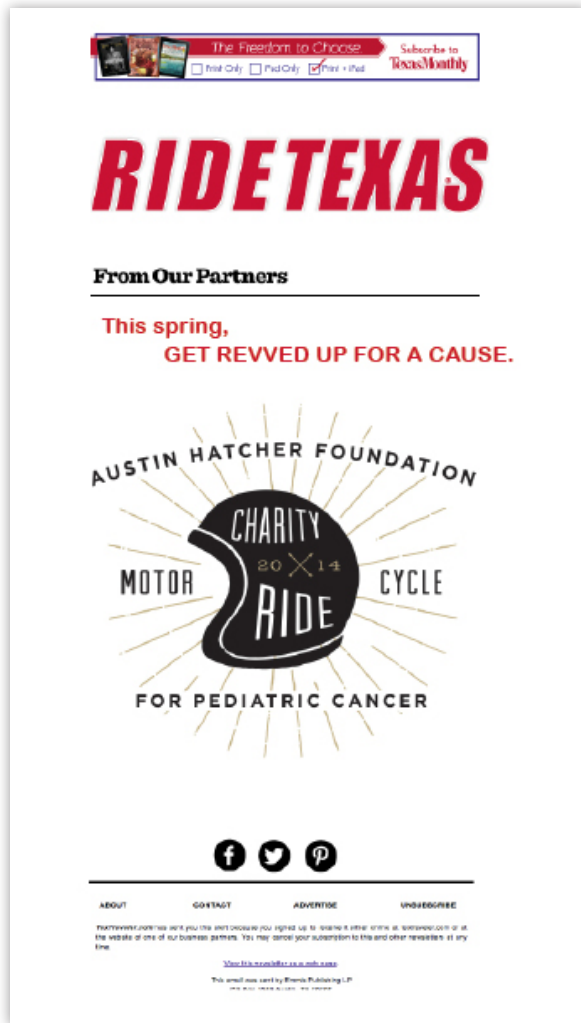
8,730 SUBSCRIBERS
TOTAL DISTRIBUTION **19,000**

Magazines available in newsstands across Texas and surrounding touch states. Complete list available at RideTexas.com

Deadlines 2017

| ISSUE | RESERVE SPACE | MATERIALS DUE | DELIVERY DATE |
|-------------|---------------|---------------|---------------|
| JAN/FEB/MAR | 11/4 | 11/11 | JAN 2017 |
| APR/MAY/JUN | 2/3 | 2/10 | 4/1 |
| JUL/AUG/SEP | 4/28 | 5/5 | 7/1 |
| OCT/NOV/DEC | 8/4 | 8/11 | 10/1 |

When you combine the print edition of **RIDE TEXAS** with the online tools and community of RideTexas.com, you have the complete road travel resources package, perfect for the rider who enjoys the journey as much as the destination.



E-NEWSLETTER SPECIFICATIONS

SINGLE SPONSOR E-NEWSLETTERS:

Materials required for J-PEG only e-newsletter:

- Image (560x660); GIF or JPEG formats only. 100K max file size.
- Subject Line (50 character maximum).
- Advertiser name
- Scheduled date of delivery
- URL
- A zip or stuffed file containing materials is preferred; Maximum newsletter dimensions" 560x600 pixels, 100-200 words of copy recommended. Flash, rotating and rich media not available.

E-Newsletter Rates:
\$1,200

Include: Sponsored Facebook & Instagram Post \$210

Ad Size Specifications

PRINT ADVERTISING

| AD SIZE | WxH in. |
|----------------------|--------------|
| 2-PG SPREAD | 15 x 9.875 |
| FULL PAGE | 7 x 9.875 |
| 1/2 PAGE VERTICAL | 3.35 x 9.875 |
| 1/2 PAGE HORIZ. | 7 x 4.85 |
| 1/4 PAGE MARKETPLACE | 3.35 x 4.85 |

FULL PAGE ADS WITH BLEED

| | |
|----------------|------------------|
| TRIM SIZE | 8 x 10.875 |
| LIVE SAFE AREA | 1/4" INSIDE TRIM |
| BLEED | 1/8" BEYOND TRIM |

DIGITAL ADVERTISING

| WEB BANNERS | WxH pixels |
|-------------|------------|
| BANNER | 728 x 90 |
| SKYSCRAPER | 160 x 600 |
| LARGE | 300 x 250 |
| MEDIUM | 300 x 100 |

Where to send materials

VIA trackable overnight delivery.

ELECTRONIC TRANSFER:

E-mail (5MB attachment size limit) adsales@ridetexas.com; if your e-mail bounces, please use another upload method, such as Web Upload via browser or FTP.

UPLOAD:

Please upload your ad materials (PDF, JPEG, TIFF, or .zip file) by visiting <http://upload.texasmonthly.com>. Please choose one ("JAN" "APR" "JUL" etc.) for the month, and choose the title "RIDE TEXAS."

PROOF:

Color critical ads must be accompanied by a SWOP-certified proof or will be printed to standard densities. We do not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail a confirming screenshot, JPEG, or PDF.

General Information

RETURN POLICY:

Ad materials will not be returned unless otherwise requested

AGREEMENT:

All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.

Technical Specifications

- Please make sure your ad conforms to these sizing specs for best results.
- PDF (create for "Press") or TIFF files only, with a resolution of at least 350 DPI.
- Please send ONLY print-ready ad files.
- Live Copy Area: do NOT place any important graphic or text closer to the trim than 1/4 inch.
- Line screen is 175 (350 DPI). Lower resolution files will print in a degraded/pixelated manner.
- Web banners are limited to 50 Kbytes and a maximum of three animation cycles or 15 seconds.

Questions

For technical questions regarding your ad and materials submission, please e-mail adsales@ridetexas.com or call:

(512)320-6991