

# Texas Highways Events Calendar

## Ad Sizes & Specifications

Final trim size is 8.125" x 10.5". All live and non-bleed elements should be at least 1/2" from the final trim size. Full page bleeds should extend at least 1/8" beyond the trim.

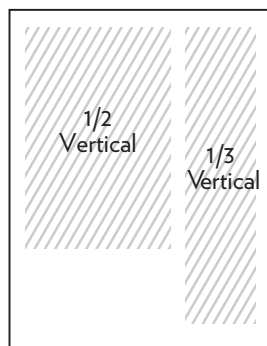
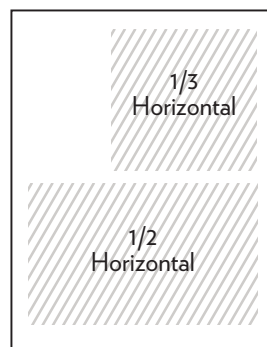
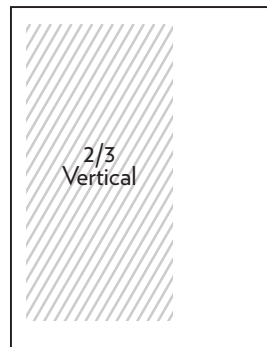
Ad Unit	Trim Size
Full Page Spread/Bleed	16.5"x 10.75"
Full Page/Bleed	8.375"x 10.75"
Full Page/Non Bleed	7"x 9.75"
2/3 Page Vertical	4.625"x 9.375"
1/2 Page Horizontal	7"x 4.625"
1/2 Page Vertical	4.625"x 7"
1/3 Page Horizontal	4.625"x 4.625"
1/3 Page Vertical	2.25" x 9.375"

### ELECTRONIC OUTPUT REQUIREMENTS

1. Software accepted: Press Quality PDF (PDF/X preset recommended), Adobe Photoshop, InDesign, or Illustrator. If you are unsure about your PDF quality, please include your original files.
2. Ad size should be 100%.
3. Fonts: All fonts must be supplied with native files OR they must be embedded or converted to vector-based outlines. Doing so will help insure layout integrity and allow for your ad to link to your website in the digital edition.
4. Images: Supply all linked high-resolution images (300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
5. All colors must be CMYK mode with process separations.

*Any requested alterations that are made to received advertising materials will be charged \$100 back to the advertiser.*

**Advertising material questions?  
Send an email to [TEC-Ads@txdot.gov](mailto:TEC-Ads@txdot.gov)**



### FTP SITE UPLOAD INFORMATION Using the TxDOT FTP Drop Box:

1. In your web browser go to <https://ftp.txdot.gov/dropbox/>
2. Below the Authentication box is a sentence that may say: "If you are not a Texas Department of Transportation user, go here." Click on the word 'here'.
3. Click Drop-Off.
4. Fill out information about the Sender.
5. In Information about the Recipient, enter:  
Name:  
Events Calendar Advertising  
Email: [TEC-Ads@txdot.gov](mailto:TEC-Ads@txdot.gov)
6. Go to Choose the File(s) you would like to upload.
  - a. Click the Browse (or Choose File) button to find the files on your computer. Select the file that you would like to upload and click Open.
  - b. In Description, please include the name of the advertiser and the issue date.
7. Click on "Drop off Files" for file to upload.

Multiple ad files should be provided in a folder labeled with the advertiser's name and issue date. Compress the folder. Remember to send a confirmation e-mail to [TEC-Ads@txdot.gov](mailto:TEC-Ads@txdot.gov) to let us know your ad has been uploaded.