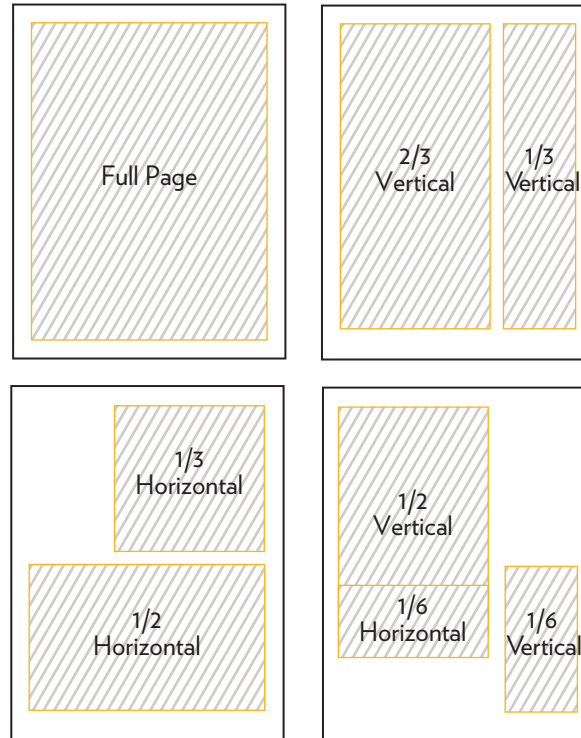


TEXAS HIGHWAYS MAGAZINE

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"
1/6 Page Horizontal	4.625" x 2.25"
1/6 Page Vertical	2.25" x 4.625"



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 back to the advertiser

Questions? Send an email to TH-Ads@txdot.gov

FTP SITE UPLOAD INFORMATION

Using the TxDOT FTP Drop Box:

- 1) Go to <https://ftp.txdot.gov/dropbox/> in your web browser.
- 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: Texas Highways Advertising
 - Email: TH-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 TH-Ads@txdot.gov to let us know your ad has been uploaded.