



TEXAS STATE TRAVEL GUIDE ADVERTISING

2018 MECHANICAL SPECIFICATIONS

Space Deadline: October 5, 2017

Materials Deadline: October 12, 2017

ELECTRONIC OUTPUT REQUIREMENTS:

1. **Formats accepted:** Press-Quality PDF (preferred), Adobe Photoshop, InDesign, or Illustrator.
2. **Ad size** should be 100%.
3. **Fonts:** All fonts must be supplied with native files. OR they must be embedded or converted to outline.
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. Imported pictures must be changed in the application in which they were created. **Convert spot colors to process.**
6. **Resolution** specifications: **150 Line Screen**
7. TxDOT will not be responsible for color deviations in print, unless the digital ad files are submitted with a **contract (SWOP) quality hard proof.**

FTP IS THE PREFERRED DELIVERY METHOD:

TxDOT Drop Box/FTP Site Upload Information:

- 1) In your browser, go to <https://ftp.txdot.gov/dropbox/>
- 2) Below the "Authentication" box there may be a sentence that says: "If you are not a Texas Department of Transportation user, go here." Click on the word 'here'.
- 3) Click the **Drop-Off** button.
- 4) Fill out the "1. Information about the sender"
- 5) In "2. Information about the Recipient" enter:
Name: **Kirsti Harms** and E-mail: **TRV_Guide@txdot.gov**
- 6) Go to "3. Choose the File(s) you would like to upload (drop off)"
- 7) Click the "Browse" button to find the files on your computer. Select the file that you would like to upload and click Open.
- 8) In "Description," please include the **name of publication and the advertiser.** This helps us identify your files.
- 9) Click on "**Drop off Files**" for file to upload. **Wait for upload to finish before leaving this page.**

For more information about uploading to our ftp site, contact Kirsti Harms at 512-486-5819 or kirsti.harms@txdot.gov

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

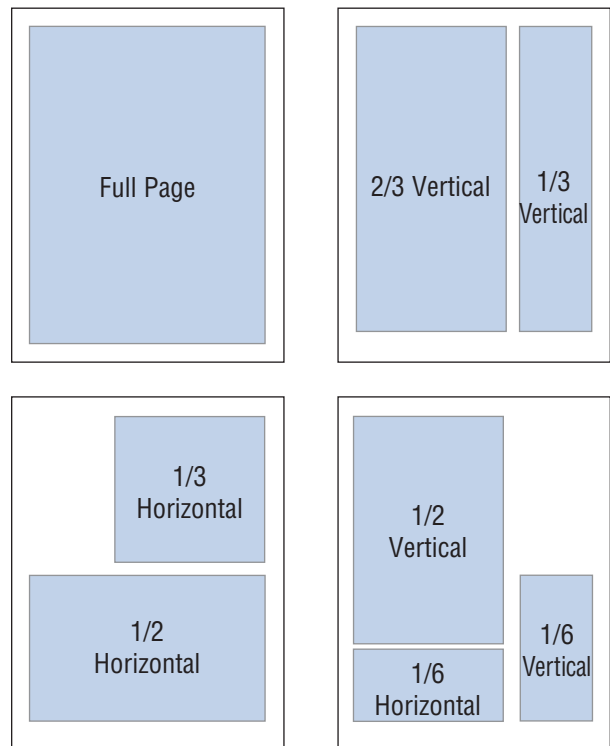
ADVERTISING SIZES:

| | |
|--------------------------------------|---|
| Full page/ Non-Bleed | 7 7/8" x 10 3/8" |
| Full page/ Bleed | 8 5/8" x 11 1/8" (allows for 8 3/8" x 10 7/8" trim size plus 1/8" bleed) |
| Two-Third (2/3) Vertical | 4 5/8" x 9 3/8" |
| One-Half (1/2) Horizontal | 7" x 4 5/8" |
| One-Half (1/2) Vertical | 4 5/8" x 7" |
| One-Third (1/3) Horizontal | 4 5/8" x 4 5/8" |
| One-Third (1/3) Vertical | 2 1/4" x 9 3/8" |
| One-Sixth (1/6) Horizontal | 4 5/8" x 2 1/4" |
| One-Sixth (1/6) Vertical | 2 1/4" x 4 5/8" |

Inside gutter should be split by 1/4" for spreads.

Final trim size is 8 3/8" x 10 7/8". All live and non-bleed elements should be at least 3/8" from the final trim. Full page bleeds should extend at least 1/8" beyond the trim.

Binding Method: Perfect bound



It's like a
WHOLE OTHER COUNTRY

DELIVERY AND CONTACT INFORMATION:

Kirsti Harms • Texas State Travel Guide • 200 E. Riverside Dr.,
Travel Information Division • Austin, TX 78704
(512) 486-5819 • Trv_Guide@txdot.gov

