



TexasHighways.com Banner Specifications

Please submit banner ads to Lupe Valdez, lupe.valdez@txdot.gov

At least TWO WEEKS PRIOR TO THE 1st of the month in which the banner will run and include the URL address.

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Web banner size options:

Home page Rectangle: 180 x 300 (pixels)

Section page Rectangle: 180 x 300 (pixels)

Section page Square 180 x 150 (pixels)

Marketplace pages: 300 x 250 (pixels).

Additional guidelines:

- GIF/JPG are acceptable file formats.
- Rich media/animated scripts must display properly in IE rev.5 and later, and Firefox 1.0 and later
- 25k max file size
- If animated GIF, maximum of 4 loops / 15 seconds
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- No banners that require/install plug-ins (Comet cursor, etc.)
- No audio