

AD SIZES AND SPECIFICATIONS

PLEASE SHIP AD MATERIALS TO:

Kirsti Harms
 Texas Highways Magazine
 200 E. Riverside Dr.
 Travel Division
 Austin, TX 78704
 512/486-5819
 TRV_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 says: 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: Kirsti Harms and E-mail: TRV_TH-ADS@txdot.gov
- 6) Then 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 confirmation e-mails to let us know your ads have been uploaded.

For more information, contact Kirsti Harms at 512-486-5819 or kirsti.harms@txdot.gov

ADVERTISING SIZES:

Full Page Spread/Bleed	16 ¹ / ₂ " x 10 ³ / ₄ "
Full Page/Bleed	8 ³ / ₈ " x 10 ³ / ₄ "
<i>(allows for trim size plus 1/8" bleed)</i>	
Full Page/Non Bleed	7" x 9 ³ / ₄ "
2/3 Page Vertical	4 ⁵ / ₈ " x 9 ³ / ₈ "
1/2 Page Horizontal	7" x 4 ⁵ / ₈ "
1/2 Page Vertical	4 ⁵ / ₈ " x 7"
1/3 Page Horizontal	4 ⁵ / ₈ " x 4 ⁵ / ₈ "
1/3 Page Vertical	2 ¹ / ₄ " x 9 ³ / ₈ "
1/6 Page Horizontal	4 ⁵ / ₈ " x 2 ¹ / ₄ "
1/6 Page Vertical	2 ¹ / ₄ " x 4 ⁵ / ₈ "

Please read these instructions carefully:

Space deadline is the 27th of the third month preceding issue date. **Advertising materials are due 7 days after space closing.** When space or material closings fall on a weekend or holiday, the due date is the preceding workday. *Texas Highways* will not be responsible for reproduction quality if materials are received after materials deadline.

MECHANICAL SPECIFICATIONS:

Texas Highways Magazine is computer to plate.

Shipped Media Accepted: CDs

NOTE: Film not accepted. See ftp upload information at left.

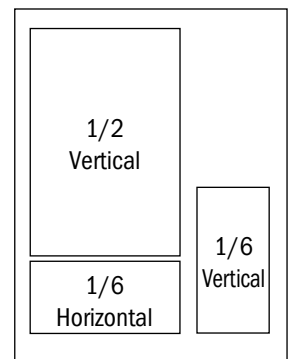
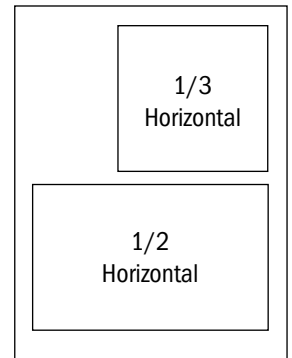
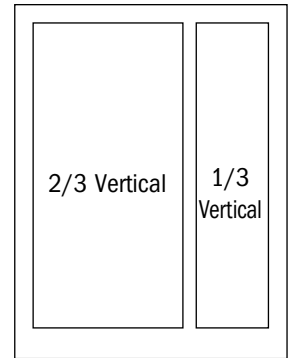
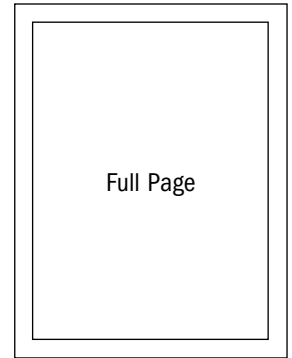
Final trim size is 8 1/8" x 10 1/2". All live and non-bleed elements should be at least 1/2" from the final trim size. Full page bleeds should extend at least 1/8" beyond the trim.

Binding method: Saddle stitch

Screen ruling: 175 line screen

ELECTRONIC OUTPUT REQUIREMENTS:

1. **Software accepted:** Press Quality PDF (PDF/X preset recommended), Adobe Photoshop, InDesign, Illustrator or QuarkXpress. 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 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.
6. All digital files must include a color **hard copy proof** that matches the supplied file. A SWOP-certified proof is required for color matching. Without the proper proof, *Texas Highways* Magazine cannot be responsible for color or content discrepancies. Proofs must be provided at 100% size.



NOTICE: Any file intervention required by the magazine or the printer will be charged back to the advertiser at a minimum of \$65 an hour.

Advertising materials will be stored for 12 months after last run and then destroyed unless written instructions for return are received from advertiser or agency.