



## ADVERTISING

### 2012 MECHANICAL SPECIFICATIONS

Space Deadline: October 4, 2011

Materials Deadline: October 11, 2011

#### ELECTRONIC OUTPUT REQUIREMENTS:

- Formats accepted:** Press-Quality PDF (preferred), Adobe Photoshop, InDesign, or Illustrator.
- Ad size** should be 100%.
- Fonts:** All fonts must be supplied with native files. OR they must be embedded or converted to outline.
- Images:** Supply all linked high-resolution images (300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
- All colors** must be CMYK mode with process separations. Imported pictures must be changed in the application in which they were created.
- Resolution** specifications: **150 Line Screen**
- All digital files must include a **contract quality proof**. If this is not supplied, TxDOT will not be responsible for color deviations. **A hard copy or pdf proof must accompany all electronic files.** Proofs must be provided at 100% size.

**Shipped Media Accepted:** CDs

**NOTE: Film not accepted.**

#### TXDOT Drop Box/FTP Site Upload Information:

- In your Web browser, enter <https://ftp.dot.state.tx.us/dropbox/>
- 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'.
- Click the Drop-Off button.
- Fill out the "1. Information about the sender"
- In "2. Information about the Recipient" enter:  
Name: Kirsti Harms and E-mail: [kirsti.harms@txdot.gov](mailto:kirsti.harms@txdot.gov)
- Click on the "+" in the lower right corner of the Information about the Recipient box to add a recipient. Add:  
Name: Lupe Valdez and E-mail: [lupe.valdez@txdot.gov](mailto:lupe.valdez@txdot.gov)
- Go to "3. Choose the File(s) you would like to upload (drop off)"
- Click the "Browse" button to find the files on your computer. Select the file that you would like to upload and click Open.
- In "Description," please type the name of the publication you are submitting the ad to as well as the name of the advertiser. This helps us identify your files.

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

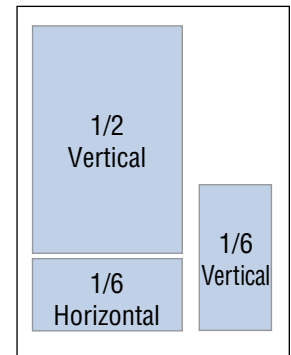
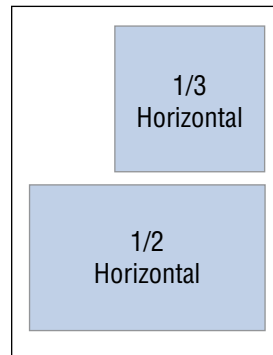
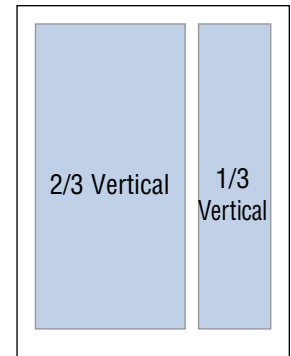
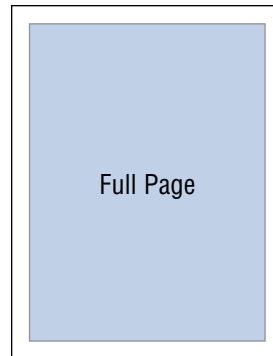
#### ADVERTISING SIZES:

- 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 7/8" 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



#### PLEASE SHIP AD MATERIALS TO:

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 200 E. Riverside Dr., Travel Information Division  
 Austin, TX 78704 • (512) 486-5819  
[kirsti.harms@txdot.gov](mailto:kirsti.harms@txdot.gov)



*It's like a whole other country.*

