

Texas State Travel Guide

Ad Sizes & Specifications

Final trim size is 8.375" x 10.875". All live and non-bleed elements should be at least 3/8" from the final trim size. Full page bleeds should extend at least 1/8" beyond the trim. Inside gutter should be split by 1/4" for spreads.

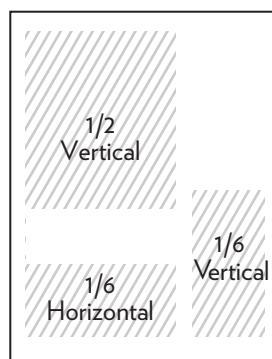
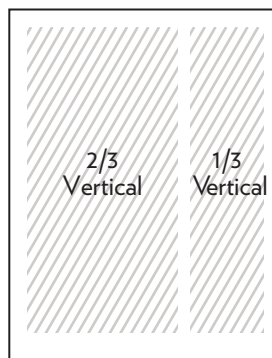
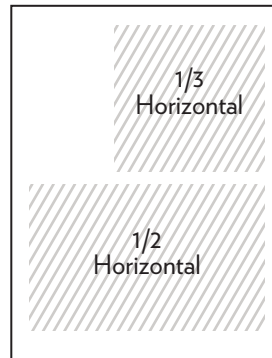
Ad Unit	Trim Size
Full Page/Non-Bleed	7.875"x 10.375"
Full Page/Bleed (allows for 8.375" x 10.875" trim size plus 0.125" bleed)	8.625"x 11.125"
2/3 Page Vertical	4.625"x 9.375"
1/2 Page Horizontal	7"x 4.625"
1/2 Page Vertical	4.625"x 7"
1/3 Page Horizontal	4.625"x 4.625"
1/3 Page Vertical	2.25"x 9.375"
1/6 Page Horizontal	4.625"x 2.25"
1/6 Page Vertical	2.25"x 4.625"

ELECTRONIC OUTPUT REQUIREMENTS

- 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.
- Ad size should be 100%.
- 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.
- 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.

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

**Advertising material questions?
Send an email to TRV_Guide@txdot.gov**



FTP SITE UPLOAD INFORMATION

Using the TxDOT FTP Drop Box:

- In your web browser go to <https://ftp.txdot.gov/dropbox/>
- 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.'
- Click Drop-Off.
- Fill out information about the Sender.
- In Information about the Recipient, enter:
Name: Texas State Travel Guide Advertising
Email:
TRV_Guide@txdot.gov
- Go to Choose the File(s) you would like to upload.
 - 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.
 - In Description, please include the name of the advertiser and the issue date.
- 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 TRV_Guide@txdot.gov to let us know your ad has been uploaded.

Ad Sizes & Specifications

SPACE DEADLINE: OCTOBER 1

MATERIALS DEADLINE: OCTOBER 8

PLEASE READ THESE INSTRUCTIONS CAREFULLY.

ELECTRONIC OUTPUT REQUIREMENTS:

- 1) Software accepted: Press-Quality PDF, Adobe Photoshop, or Illustrator.
- 2) Ad size should be 100%.
- 3) Fonts: All fonts must be converted to outlines.
- 4) Images: Embed all linked high-resolution images (300 dpi) and graphics.
- 5) For color ads: All colors must be CMYK mode with process separations. Imported images must be converted in the application in which they were created.
- 6) Resolution specifications: 150 line screen

FTP IS THE PREFERRED DELIVERY METHOD

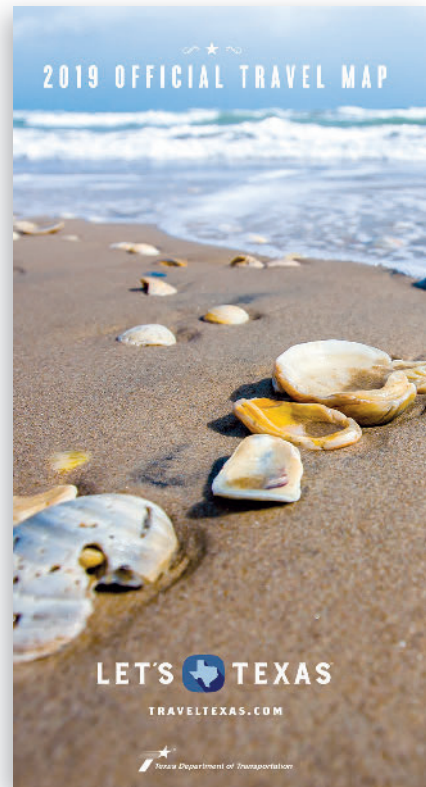
TxDOT Drop Box/FTP Site upload information:

- 1) In your browser, go to <https://ftp.txdot.gov/dropbox>
- 2) Below the authentication box, locate this statement:
"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 "1. Information about the Sender."
- 5) In "2. Information about the Recipient," enter Name: Julie Stratton and E-mail: julie.stratton@txdot.gov
- 6) Go to "3. Choose the File(s) you would like to Upload."
- 7) 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."
- 8) In "Description," please include the name of the advertiser and the issue date.
- 9) Click on "Drop off Files" for file to upload. Wait for upload to finish before leaving this page.

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

Advertising material questions?

Send an email to Julie.Stratton@txdot.gov



FINAL FOLDED SIZE: 4½" X 8¾"

ADVERTISING SIZES:

FULL PANEL/NON-BLEED: 4¼" X 8"

ONE-HALF (1/2) PANEL: 4¼" X 3⅞"

