

MECHANICAL SPECIFICATIONS

Please read these instructions carefully.

ELECTRONIC OUTPUT REQUIREMENTS:

1. **Software accepted:** Press-Quality PDF, Adobe Photoshop, InDesign, Illustrator or QuarkXpress.
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. **For color ads:** All colors must be CMYK mode with process separations. Imported pictures must be changed in the application in which they were created.
6. **For black and white ads:** Be sure image files are grayscale or black and white only.
7. **Resolution specifications: 150 Line Screen**
8. 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.

FTP Site Upload Information: Using a Web Browser:

- 1) Go to <https://ftp.txdot.gov/dropbox/>
- 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: Erin Inks and E-mail: TRV-TEC@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

Shipped Media Accepted: CDs *NOTE: Film not accepted.*

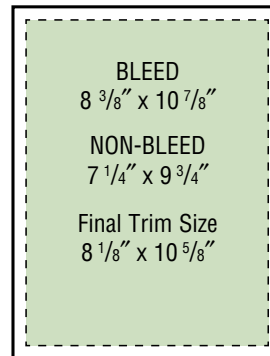
ADVERTISING SIZES:

Final Trim Size: 8 1/8" x 10 5/8"

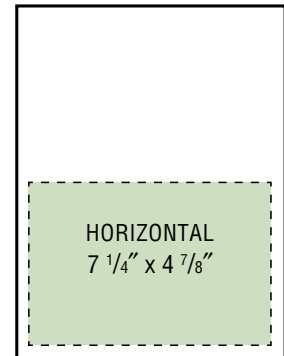
Live Area: All live copy and non-bleed elements should be at least three-eighths (3/8) inch from the final trim size.

Binding Method: saddle stitch

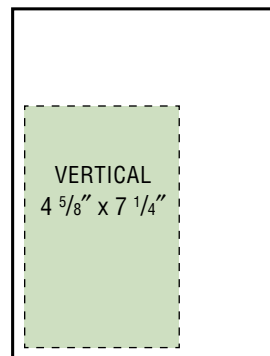
FULL PAGE



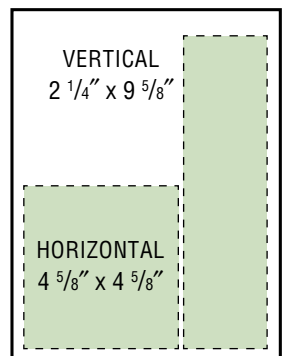
ONE-HALF PAGE



ONE-HALF PAGE



ONE-THIRD PAGE



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

Please Ship Ad Materials To:

Texas Events Calendar ★ c/o Erin Inks, Editor
200 E. Riverside Dr. ★ Travel Information Division
Austin, TX 78704
512-486-5876 ★ Fax 512-486-5879
trv-tec@txdot.gov

