MECHANICAL SPECIFICATIONS

Please read these instructions carefully.

ELECTRONIC OUTPUT REQUIREMENTS:

1. **Software accepted:** Press-Quality PDF, Adobe Photoshop, InDesign or Illustrator.

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.**

Multiple files should be provided in a folder labeled with the ADVERTISER'S name and issue date. Compress the folder.

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 there may be a sentence that says: "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: **TEC Ads** and E-mail: **TEC-Ads@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.

*NOTE: **Film not accepted.***

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

ADVERTISING SIZES:

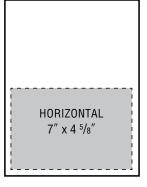**Final Trim Size:** 8 $\frac{1}{8}''$ x 10 $\frac{5}{8}''$

Live Area: All live copy and non-bleed elements should be at least three-eighths ($\frac{3}{8}$) inch from the final trim size.
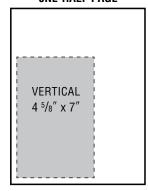
Binding Method: saddle stitch

FULL PAGE

BLEED
8 $\frac{3}{8}''$ x 10 $\frac{7}{8}''$

NON-BLEED
7 $\frac{1}{4}''$ x 9 $\frac{3}{4}''$

Final Trim Size
8 $\frac{1}{8}''$ x 10 $\frac{5}{8}''$

ONE-HALF PAGE

HORIZONTAL
7" x 4 $\frac{5}{8}''$

ONE-HALF PAGE

VERTICAL
4 $\frac{5}{8}''$ x 7"

ONE-THIRD PAGE

VERTICAL
2 $\frac{1}{4}''$ x 9 $\frac{3}{8}''$

HORIZONTAL
4 $\frac{5}{8}''$ x 4 $\frac{5}{8}''$
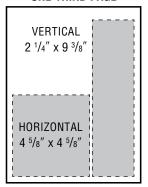
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