

## TexasHighways.com Ad Sizes and Specifications

Website Banner	Ad Size
Medium Rectangle	300 x 250 pixels
Half Page	300 x 600 pixels

### Online Ad Specifications

ACCEPTED FILE FORMATS: .GIF, .PNG, .JPG, Animated .GIF, .SWF

MAXIMUM FILE SIZE: 35k Medium Rectangle/70k Half Page max initial file load

- ADDITIONAL GUIDELINES:
- Rich media/animated scripts must display proper in IE 7/FF 4/Safari 3 and later.
  - 15 sec max animation length
  - All Flash ads must to be accompanied by a static image version of the ad.
  - All Flash ads must play in Flash Player 7 and later.
  - All Flash ads must include the standard *clickTAG* variable for tracking purposes. If you're unfamiliar with how to do so, please refer to the article "Designer's Guide: Building Adobe Flash Banners with Tracking Capabilities" from Adobe available here: [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)
  - Interaction with the user can only take place if the user places the mouse within the advertisement area.
  - Audio may not begin playing without direct user action within the banner area.
  - No on-load pop-over ads.
  - No banners that require/install additional plug-ins (Comet cursor, etc.) are permitted.

MATERIALS DEADLINE: Minimum of **two weeks prior to the 1<sup>st</sup> of the month in which the ad is intended to run.** Please be sure to include the URL for the destination that the ad should point to.

MATERIALS SUBMISSION: Please submit all banner ad materials via email to [TRV\\_TH-ADS@txdot.gov](mailto:TRV_TH-ADS@txdot.gov)



**For more information, contact:**

AJR Media Group  
25132 Oakhurst Dr., Suite 201  
Spring, TX 77386  
Phone 800.383.7677  
Fax 713.942.0277  
[TexasHighways@AJRMediaGroup.com](mailto:TexasHighways@AJRMediaGroup.com)



## TexasHighways.com Ad Placement Reference

**Note:** Subject to change, this diagram serves to provide a visual aid for ad placement throughout most of texashighways.com. Should any material change in placement occur, this document will be updated.

### MEDIUM RECTANGLE

- 300x250 (pixels)
- .GIF, .JPG, .PNG, .SWF
- 35k Max initial file load
- 15 sec max animation length
- No Javascript
- All ads must be provided with an accompanying web address/URL for your desired landing page.

### HALF PAGE

- 300x600 (pixels)
- .GIF, .JPG, .PNG, .SWF
- 70k Max initial file load
- 15 sec max animation length
- No Javascript
- All ads must be provided with an accompanying web address/URL for your desired landing page.

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