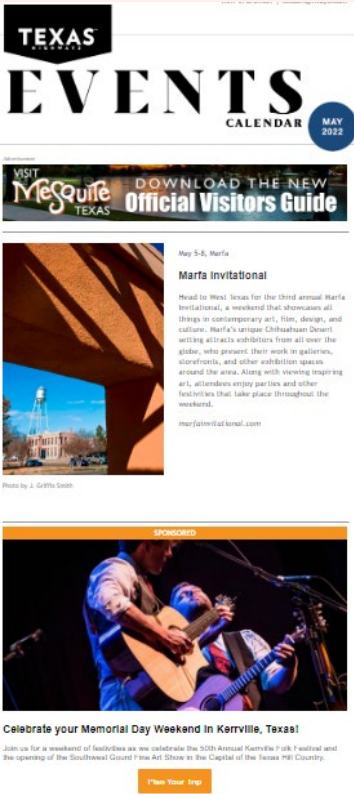


Deadlines & Specs

Each newsletter is delivered to over 100,000+ opt-in subscribers



SECURE AD MATERIALS UPLOAD Using TxDOT Box.com

1. Go to <https://texashighways.com/submitads>
2. Select the link on the page that corresponds to the property for which you are uploading materials (website, E-Newsletter, etc.).
3. Select the file(s) you would like to upload from your computer.
4. Fill out the "Client name, issue date, URL" field.
5. Enter your email address.
6. Click 'Submit' for file to upload.
7. Remain on the page until upload is complete and you see "Success! Your file has been submitted."

AD MATERIAL
QUESTIONS?
Send an email
to
Raquel.Sanchez
@txdot.gov

	Issue	Deployed	Space	Materials
1	Scenic Route	The first week of each month	1st of the month prior to the issue month*	7 days after space close
2	Events Calendar	On or about the 15 th of each month		
3	Behind the Issue	The last week of each month		

*Note: if the 1st falls on a weekend, space closes on the previous Friday.

EXCLUSIVE SPONSORED CONTENT

IMAGE/PHOTO

- 1200 x 600 pixels (displays as 600 x 300 on mobile)
- 1MB max file size
- Provide photo credit
- Photo CANNOT be a banner ad or have any text overlay

FORMATS

- GIF, JPG, or PNG

COPY CHARACTERS

- Headline: <35
- Body copy: <160
- Call-to-action button copy: <20

OTHER REQUIREMENTS

- Must provide link (click-thru URL) for call-to-action button

NOTES

- Editors reserve the right to make minor edits for grammatical clarity
- Will appear as the second position after the first editorial 'block'
- Texas Highways will add a 'sponsored' bar at the top of the photo

EXCLUSIVE BANNER

SIZE/WEIGHT

- 600 x 100 pixels (displays as 300 x 50 on mobile)
- 300 PPI (pixel density) resolution
- 1MB max file size

FORMATS

- GIF, JPG, 8-BIT or PNG (no JavaScript)

OTHER REQUIREMENTS

- Must provide link (click-thru URL) for call-to action button

NOTES

- If providing an animated GIF, maximum of 3 loops/ :15 seconds
- Note: Not all email clients will display the animation. If supplying an animated GIF, place your call to action on the first and last frame to ensure your message is communicated to email clients that do not support animation