

# EVENTS

## CALENDAR

### 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.**

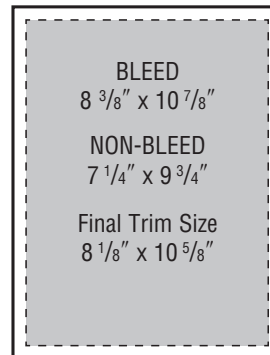
#### ADVERTISING SIZES:

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

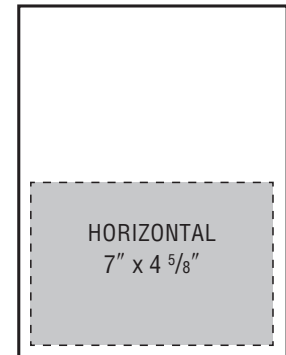
**Live Area:** All live copy and non-bleed elements should be at least three-eighths (3/8) inch from the final trim size.

**Binding Method:** saddle stitch

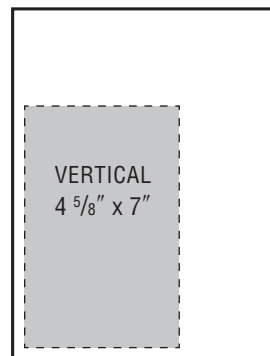
##### FULL PAGE



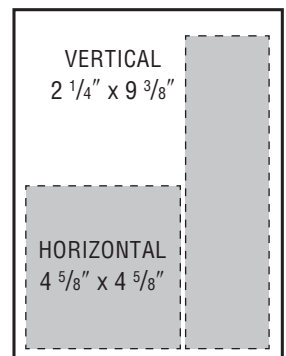
##### ONE-HALF PAGE



##### ONE-HALF PAGE



##### ONE-THIRD PAGE



#### DELIVERY AND CONTACT INFORMATION:

Texas Events Calendar • c/o Jane Murray, Editor  
200 E. Riverside Dr. • Travel Information Division  
Austin, TX 78704  
512-486-5876 • Fax 512-486-5879  
TEC-Ads@txdot.gov

