

TEXAS OFFICIAL TRAVEL MAP ADVERTISING

2015 MECHANICAL SPECIFICATIONS

Space Deadline: October 3, 2014

Materials Deadline: October 10, 2014

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: **Kirsti Harms** and E-mail: **kirsti.harms@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.

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

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

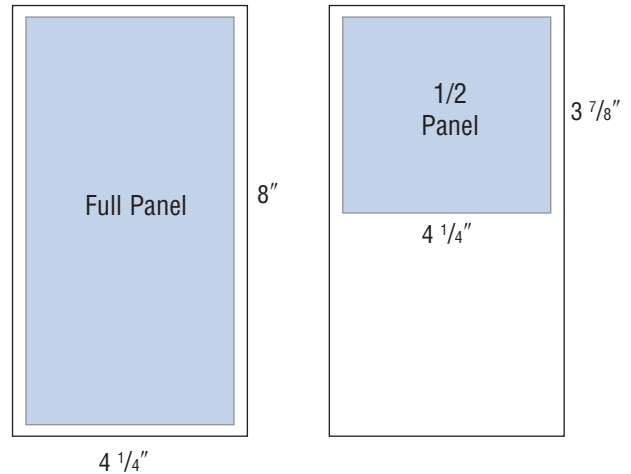


Map final folded size is 4 1/2" x 8 3/8".

ADVERTISING SIZES:

Full panel/ Non-Bleed 4 1/4" x 8"

One-Half (1/2) Panel 4 1/4" x 3 7/8"



PLEASE SHIP AD MATERIALS TO:

Kirsti Harms • *Texas Official Travel Map*
200 E. Riverside Dr., Travel Information Division
Austin, TX 78704 • (512) 486-5819
kirsti.harms@txdot.gov



It's like a
WHOLE OTHER COUNTRY

