

RATES, DEADLINES, SPECS

- All rates are net
- Space close is the **1st of the preceding month**; materials due the 15th of the preceding month
- If either space or materials close falls on a weekend or holiday, deadline moves to the next business day

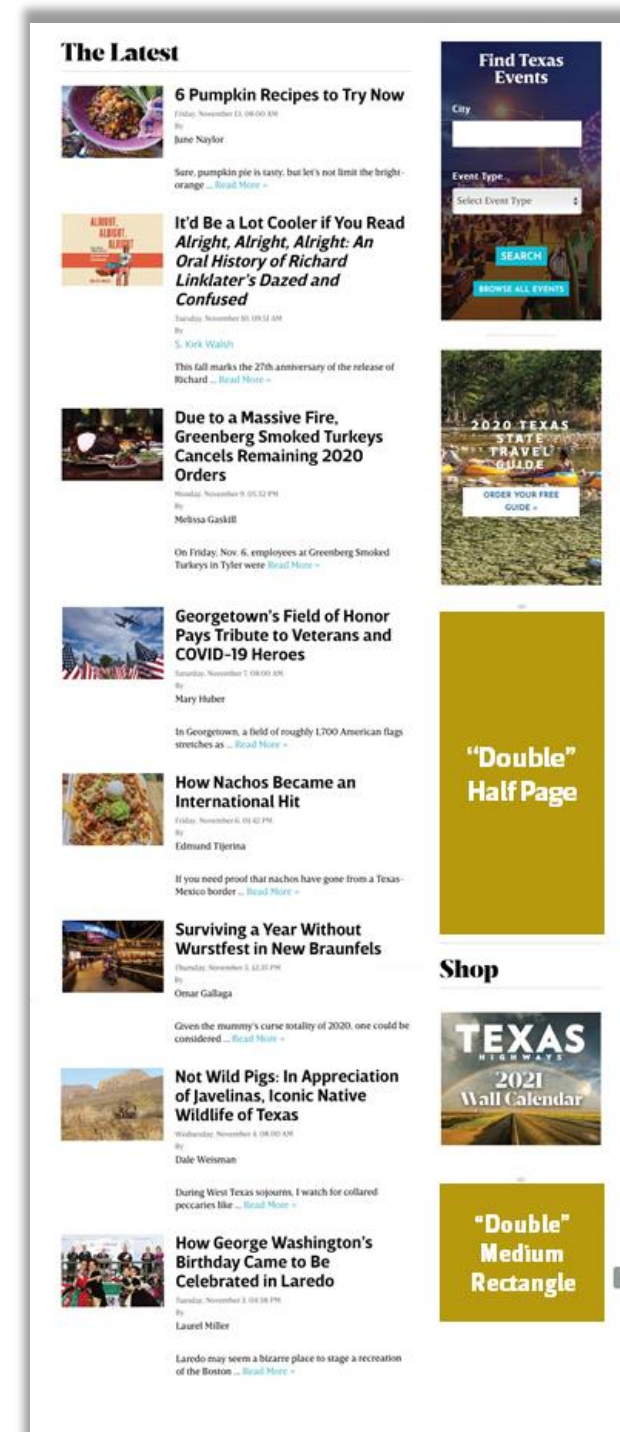
Unit	Net	Size
'Double' Medium Rectangle	\$590	600 x 500
'Double' Half Page	\$800	600 x 1200

NOTES

- Banners are sold in 25,000 impression increments, scheduled to be delivered in a 30-day period based on the TxDOT ad server.
- In the event impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered.
- Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.

TECHNICAL GUIDELINES

- Weight limited to 1MB max.
- Accepted formats include GIF, JPG, PNG, JavaScript, iFrames.
- 15-second max animation length.
- Interaction with the user can only take place if the user places the mouse within the advertisement area.
- Include click-through URL for each unit.
- 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 (com- et cursor, etc.).
- Client is responsible for tracking click-thrus on JavaScript and iFrame ads hosted by a 3rd party.
- If unfamiliar, refer to this guide from Adobe: adobe.com/resources/richmedia/tracking/designers_guide



AD MATERIAL QUESTIONS?

Send an email to
Raquel.Sanchez@txdot.gov

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 (magazine, web, etc.).
3. Select the file(s) you would like to upload from your computer.
4. Fill out the "Client name, issue date" field.
5. Fill out 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."