

TEXAS ALMANAC



2016-2017

Make your space reservations for the next *Texas Almanac* by **May 15, 2015**.
Contact us today!

ADVERTISING SPECIFICATIONS

Print Ad Dimensions

(No Bleeds)

Full page	5 in. wide x 8-1/8 in tall
Half page	5 in. wide x 4 in. tall
Quarter (vertical)	2-3/8 in. wide x 4 in. tall
Quarter (horizontal)	5 in. wide x 2 in. tall

Web Ad Dimensions

Panel Web Ad	180 pixels x 150 pixels
Banner Web Ad	468 pixels x 60 pixels
Skyscraper Web Ad	160 pixels x 600 pixels

HOW TO SUBMIT YOUR ELECTRONIC FILE

Print Ads

1. Send **Press Quality PDFs** only.
2. Ads should be sized to **100%**.
3. Embed **fonts** or convert to outlines before exporting PDF.
4. Color images must be **300 dpi**; line art must be **800 dpi**.
5. **CMYK** color only; no spot colors.

Website Ads

1. Submit ads at **72 dpi**.
2. **RGB** color only.
3. Include the **website URL** to which your ad will point.

How to Submit Print and Web Ads

Email ads and URLs to TerriKillen@TSHAonline.org.
For more information, please contact Terri Killen at:
512-300-0772 or TerriKillen@TSHAonline.org.

