

## TexasHighways.com Ad Sizes and Specifications

Website Banner	Ad Size
Medium Rectangle	300 x 250 pixels
Half Page	300 x 600 pixels

### Online Ad Specifications

ACCEPTED FILE FORMATS: .GIF, .PNG, .JPG, Animated .GIF, .SWF

MAXIMUM FILE SIZE: 35k Medium Rectangle/70k Half Page max initial file load

- ADDITIONAL GUIDELINES:
- Rich media/animated scripts must display proper in IE 7/FF 4/Safari 3 and later.
  - 15 sec max animation length
  - All Flash ads must to be accompanied by a static image version of the ad.
  - All Flash ads must play in Flash Player 7 and later.
  - All Flash ads must include the standard *clickTAG* variable for tracking purposes. If you're unfamiliar with how to do so, please refer to the article "Designer's Guide: Building Adobe Flash Banners with Tracking Capabilities" from Adobe available here: [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)
  - Interaction with the user can only take place if the user places the mouse within the advertisement area.
  - 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 (Comet cursor, etc.) are permitted.

MATERIALS DEADLINE: Minimum of **two weeks prior to the 1<sup>st</sup> of the month in which the ad is intended to run.** Please be sure to include the URL for the destination that the ad should point to.

MATERIALS SUBMISSION: Please submit all banner ad materials via email to [TRV\\_TH-ADS@txdot.gov](mailto:TRV_TH-ADS@txdot.gov)



**For more information, contact:**

AJR Media Group  
25132 Oakhurst Dr., Suite 201  
Spring, TX 77386  
Phone 800.383.7677  
Fax 713.942.0277  
[TexasHighways@AJRMediaGroup.com](mailto:TexasHighways@AJRMediaGroup.com)



## TexasHighways.com Ad Placement Reference

**Note:** Subject to change, this diagram serves to provide a visual aid for ad placement throughout most of texashighways.com. Should any material change in placement occur, this document will be updated.

### MEDIUM RECTANGLE

- 300x250 (pixels)
- .GIF, .JPG, .PNG, .SWF
- 35k Max initial file load
- 15 sec max animation length
- No Javascript
- All ads must be provided with an accompanying web address/URL for your desired landing page.

### HALF PAGE

- 300x600 (pixels)
- .GIF, .JPG, .PNG, .SWF
- 70k Max initial file load
- 15 sec max animation length
- No Javascript
- All ads must be provided with an accompanying web address/URL for your desired landing page.

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**For more information, contact:**  
 AJR Media Group  
 25132 Oakhurst Dr., Suite 201  
 Spring, TX 77386  
 Phone 800.383.7677  
 Fax 713.942.0277  
 TexasHighways@AJRMediaGroup.com



**Due Dates**

**Space closing:** The 12<sup>th</sup> day of the month prior to the month the eNewsletter will deliver.\*

**Materials due:** Seven days after space closing.\*

**Enewsletter delivery date:**

**Issue 1** – on or before the 15<sup>th</sup> of the month.

**Issue 2** – after the 16<sup>th</sup> of the month and before the last day of the month.

\*When the space or materials closing dates fall on a weekend or holiday, the due date is the preceding work day.

**Ad Material Submissions**

Please submit ad materials to  
TRV\_TH-ADS@txdot.gov

**Exclusive Banner Ad Placement & Specifications**

- 468x60 (pixels)
- .GIF, .JPG, or 8-bit .PNG
- 35k Maximum file size
- If providing an animated GIF, you may have a 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 in email clients that do not support animation.)
- No Javascript
- All ads must be provided with an accompanying web address/URL for your desired landing page.

**Text Ad Placement & Specifications**

- 140 Character maximum (includes top line and spaces)
- Top line linked/bolded
- 3 Ad Maximum per newsletter
- Order of text ads determined on first-come, first-served basis
- All ads must be provided with an accompanying web address/URL for your desired landing page.

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**To reserve your banner or text ads  
or for more information, contact:**

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Spring, TX 77386  
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