

ALL AD FILES MUST BE ...

300 DPI/133 or 150 Line Screen
CMYK or Grayscale

FILE FORMATS ACCEPTED

in order of preference

PHOTOSHOP TIF

- Flattened
- with LZW compression

PDF

- If you don't know how to rip a hi-res PDF, please send another format

PHOTOSHOP EPS

- Flattened
- Due to extremely large file sizes, please only use this format if tiny text is utilized

ADDITIONAL COSTS

Ad re-design/format correction
\$25/hr

ADVERTISING DIMENSIONS

See images below for orientation

- 1/6 page vertical 2.375" x 4.875"
- 1/6 page horizontal 4.875" x 2.625"
- 1/3 page horizontal 4.875" x 4.875"
- 1/3 page vertical 2.375" x 9.875"
- 1/2 page horizontal 7.375" x 4.875"
- 1/2 page vertical 4.875" x 7.125"
- 2/3 page vertical 4.875" x 9.875"
- Full page 7.375" x 9.875"
- Full page with bleed (5% extra cost):
 - Final file size 8.625" x 11.125"
 - Trim 8.375" x 10.875"
 - Live Area 7.375" x 9.875"

SPACE RESERVATION & ART DEADLINES

ISSUE	SPACE	ART	ON SALE
Winter	Dec. 7	Dec. 14	Jan. 1
Spring	March 7	March 14	Apr. 1
Summer	June 7	June 14	July 1
Fall	Sept. 7	Sept. 14	Oct. 1

SUBMISSION OF ORIGINAL AD FILES

- Via US Postal Service
- on CD-rom or 100MB Zip disk with printed proof
 - P.O. Box 50273, Austin, TX 78763
- Via FedEx, Airborne or other air service
- on CD-rom or 100MB Zip disk with printed proof
 - 710 West Avenue, Austin, TX 78701
- Via the Web
- ads@txmusic.com
 - If ad file is larger than 5MB, contact ads@txmusic.com for FTP info

**EMAIL ADS@TXMUSIC.COM
WITH ANY QUESTIONS**

