



Style Guide and Specifications

Staff and Faculty Magazine of
The University of Texas at Austin

Texas Connect is an upscale, glossy magazine featuring stories and photography of the people who power The University of Texas at Austin, new programs and events on campus and important Longhorn milestones. Engage with the faculty and staff impacting advancements that change the world.

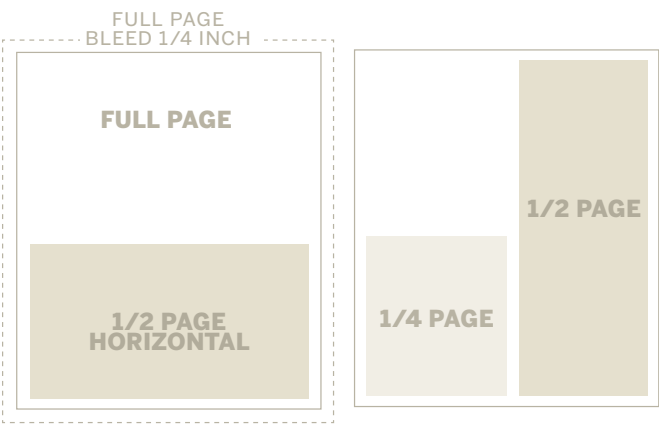
Printing Specs

General

Texas Connect is a glossy, saddle-stitched, web-press 150 lpi publication. Page trim size is 9" x 10.875."

Bleed

All full page advertisements should include .25" bleed on all four sides, and output without any crop or bleed marks. Half page vertical or horizontal ads that you wish to bleed would also need .25" on the sides that bleed and let us know that you would like your ad to bleed. Please note that all text must stay within the live area, which is .25" away from the trim.



Ad Dimensions	size in inches (wxh)	with bleed	safety (wxh)
CENTER SPREAD	18 X 10.875	18.5 X 11.125	17.5 X 10.375
FULL PAGE	9 X 10.875	9.5 X 11.125	8.5 X 10.375
1/2 PAGE VERTICAL	4.125 X 10.375	4.325 X 10.625	3.875 X 10.125
1/2 PAGE HORIZONTAL	8.5 X 5.125	8.75 X 5.625	8.25 X 4.875
1/4 PAGE	4.125 X 5.125	NA	NA

Art Guidelines

File Types

Print-ready PDFs are preferred. Additional acceptable file types include InDesign, Illustrator, Photoshop, EPS or TIFF files with all supporting layout files, including images and fonts.

Colors

Color mode should be CMYK or Grayscale. Please convert all PMS/spot colors (as well as RGB and LAB) to CMYK and remove embedded color profiles. Maximum density or total area color should not be higher than 320%.

Rich Black

We suggest a rich black comprised of 60% cyan, 40% magenta, 30% yellow and 100% black for large solid areas of black coverage. DO NOT use this build for body copy, thin lines, or small elements. Neve use the color "Registration" in the Swatches palette.

Image Resolution

All images must have a minimum resolution of 225 – 300 dpi at final output size.

Fonts

All fonts must be converted to outlines, or if sending native files, included.

Special Offers

The following language is acceptable at the bottom 1/3 of ads should you wish to include a special offer for UT staff and faculty. Font should appear no larger than 8 points. "UT" icon shown below will be provided upon request.



SHOW YOUR UT ID CARD DURING YOUR NEXT VISIT FOR A SPECIAL (GIFT, SAVINGS). OFFER EXPIRES X DATE.

(Expiration date must be minimum 90 days from publication issue date)

Submission

Advertising materials (PDF, JPG, TIFF, or ZIP file) may be uploaded to our project management system. Contact us at submit@texasconnect.utexas.edu for more information. Please include the advertiser's name and the issue date in the file name.

You may also mail advertising materials to:

Texas Connect
c/o TSM
2504C Whitis Ave.
Austin, Texas 78712

For more detailed information on technical specifications contact specs@austin.utexas.edu.

Ad Review Process

Advertising material arriving will be put through a complete inspection process, including a mechanical size check, preflight of the file, color evaluation, and content check. Should the material need revisions, the sender will be notified and given the opportunity to replace the file.

What is Accepted

Below and in the following pages are examples of the quality of advertisements Texas Connect strives to place in its publication.

Customization

Texas Connect will create your advertisement to the proper specifications for \$150. Creation of your advertisement includes two rounds of proofing changes. An additional \$55 will be charged per hour after the second round of proofing. Texas Connect's professional design team can revise an advertisement you provide for a fee of \$55 an hour.

Texas Connect reserves all rights to advertisements that are created by our in-house graphic design team, which is not to be reproduced without explicit permission in writing by Texas Connect. The rights and files for advertisements created by Texas Connect can be purchased for a fee of \$150. This fee is in addition to any hourly fees or advertisement creation fees as outlined above.

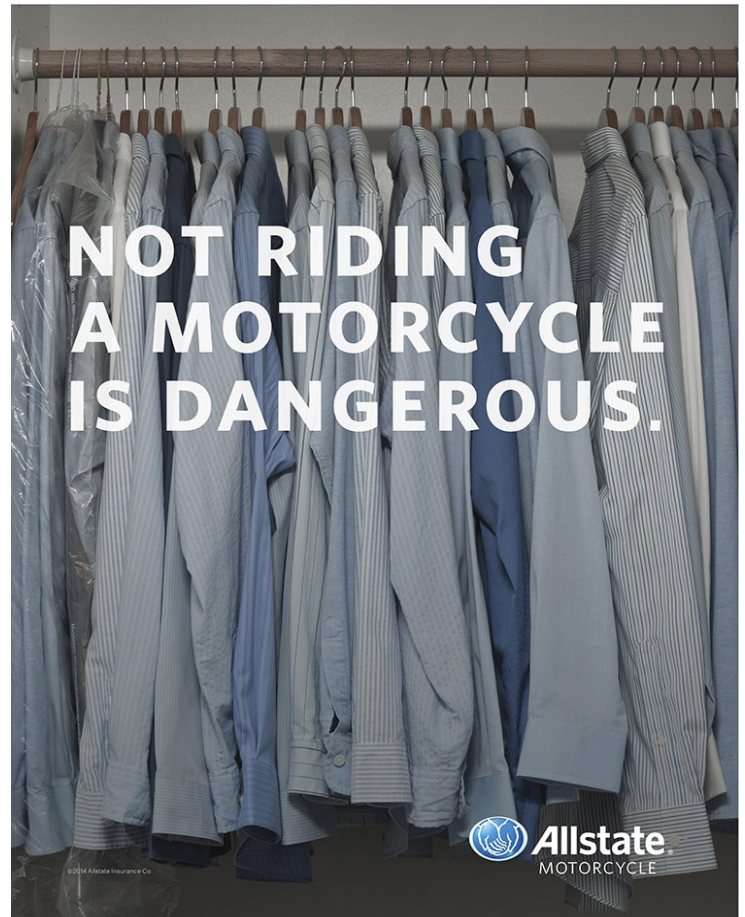
Contact

For more details and advertising inquiries, please contact your account executive or Emily Cohen, advertising manager at (512) 471-8590 or advertise@texasconnect.utexas.edu.



Texas Connect | Style Guide and Specifications

Ads that are acceptable



Texas Connect | Style Guide and Specifications

Ads that are acceptable



No, the camera can't steal the soul.
But it can occasionally hold it hostage.

HIGH

ANSEL ADAMS AT THE HIGH MUSEUM OF ART opens August 20th. Ansel Adams, *Agnes, Dawn, Delmon River Camp, Autumn, Colorado, 1937*. Visit www.thehigh.org or call 404.733.4404.




Texas Connect | Style Guide and Specifications


Ads that are acceptable




The future of business
is coming from all majors.
Texas Master of Science Programs
The University of Texas at Austin



Master of Science Programs
Finance | Business Analytics | Marketing
IT & Management | Energy Management




The University of Texas at Austin
McCombs School of Business



THE RISE OF EVERYDAY DESIGN

THE ARTS
& CRAFTS
MOVEMENT
IN BRITAIN
& AMERICA

EXHIBITION OPENS
FEBRUARY 9, 2019
21st and Guadalupe Streets
www.hrc.utexas.edu



HARRY RANSOM
CENTER

Texas Connect | Style Guide and Specifications

What is **Not** Accepted

The design of an advertisement is integral to maintaining Texas Connect's core value of quality. The following will not be accepted in Texas Connect advertisements: clearance, sale, liquidation, close-out, going out of business, overselling of price, coupons, percentage off, bursts, and before/after images. Some examples follow.

**FINALLY,
HEALTH CARE YOU CAN AFFORD...**

Carpet-Rx understands the importance of a healthy living environment, and has equipment with unmatched cleaning capability to get the job done professionally.

- COURTESY CALL
- PROMPT ARRIVAL
- NO HARSH CHEMICALS
- STEAM CLEAN WITH TRUCK-MOUNTED EQUIPMENT
- COLOR BRIGHTENERS
- SCOTCHGARD PROTECTOR
- SPEED DRYING
- FREE BOTTLE OF SPOT REMOVER WITH **FREE REFILLS FOR LIFE**

Carpet-Rx of Louisville
WE'RE YOUR PRESCRIPTION FOR CARPET CARE

Family owned and operated business since 2010
So how can I say we were founded in 1982?
Because I was born to do this!

Free 16oz. Spot Remover

Complimentary Speed Drying

www.carpetrxoflouisville.com
Mon-Fri 9am-5pm
or
502.767.2455
24/7 water emergency

U.S. EPA
VISA
MasterCard

eat organic.

you're invited to...

Fall Kickoff
this Friday, September 18th
11am - 11pm

1/2 price organic burgers

Pick the score of the UT vs Texas Tech game
and win a \$100 TerraBurger gift certificate

TERRABURGER
ALL NATURAL ORGANIC

Phatso's Cheesesteaks

512-709-4915 | 1207 SOUTH 1ST STREET

HOW TO ORDER

1. Pick Beef or Chicken. 2. Pick type of cheese. 3. Pick 'wit' or 'without' onions. 4. Add mushrooms or jalapenos. 5. Add bacon or pepperoni. 6. Add marinara, buffalo sauce, bbq, or ranch. 7. Have your money ready (do all of your borrowing in line.) 8. Practice all of the above while waiting in line. 9. If you made a mistake, don't worry. Go to the back of the line and start again.

BUY ONE GET ONE FREE

*equal or lesser value