

# Texas Student Media Spec Sheet

Updated January 2023

## PRINT

### Ad sizes

3X5 AD MEANS  
3 COLUMNS BY 5 INCHES  
AND IS EQUAL TO 4.92" X 5"

### Artwork

COLUMNS IN INCHES

1= 1.53"  
2= 3.22"  
3= 4.92"  
4= 6.61"  
5= 8.31"  
6= 10"

### Specs for print

CMYK OR GRAYSCALE  
300 DPI (RESOLUTION)  
TOTAL INK COVERAGE: ≤ 260%  
DOT GAIN: 30%  
FILE TYPES: PRINT QUALITY PDF,  
TIFF OR JPG

### Promoted Content

IMAGE RESOLUTION  
300DPI CMYK

### Classified

**PRINT:**  
2" X 2.5", UP TO 400 CHARACTERS  
2" X 5", UP TO 800 CHARACTERS  
WITH BLACK & WHITE PHOTO  
300 DPI  
**ONLINE:**  
PHOTOS CAN BE COLOR OR  
BLACK & WHITE

## Texas Connect

SEE SEPARATE STYLE GUIDE  
AND SPECIFICATIONS.

## The Daily Texan Deadline

## DIGITAL

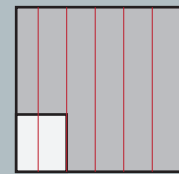
### Specs for Web

RGB | 72DPI | 1 MB FILE SIZE LIMIT  
FILE TYPES: PNG, JPG  
& GIF FOR ANIMATION

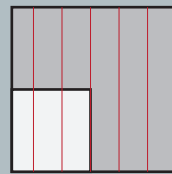
### TV Files

FORMAT .MP4  
RESOLUTION 720P

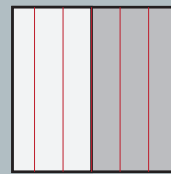
### Tabloid



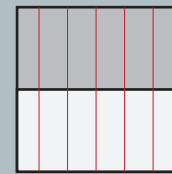
**1/8th**  
3.22" X 4"  
(2 COLUMN X 4")



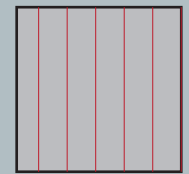
**1/4th**  
4.92" X 5"  
(3 COLUMN X 5")



**1/2 V**  
4.92" X 10"  
(3 COLUMN X 10")



**1/2 H**  
10" X 5"  
(6 COLUMN X 5")

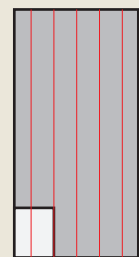


**Full**  
10" X 10"  
(6 COLUMN X 10")

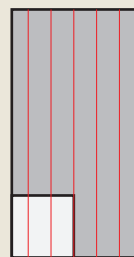
### The Daily Texan Special Editions Double Coverage

### Travesty UT Marketplace Daily Texan Flipbooks

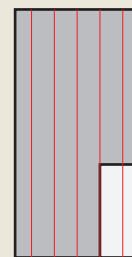
### Broadsheet



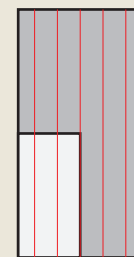
**1/16th**  
3.22" X 4"  
(2 COLUMN X 4")



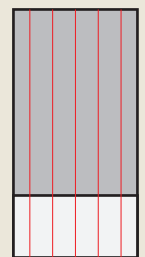
**1/8th**  
4.92" X 5"  
(3 COLUMN X 5")



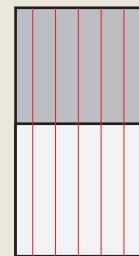
**1/8th**  
3.22" X 7.5"  
(2 COLUMN X 7.5")



**1/4th V**  
4.92" X 10"  
(3 COLUMN X 10")



**1/4th H**  
10" X 5"  
(6 COLUMN X 5")



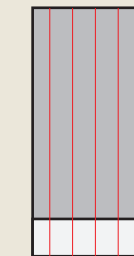
**1/2 H**  
10" X 10"  
(6 COLUMN X 10")



**1/2 V**  
4.92" X 21"  
(3 COLUMN X 21")



**Full**  
10" X 21"  
(6 COLUMN X 21")



**Front strip**  
10" X 2"  
(6 COLUMN X 2")

### SPECIAL EDITIONS ONLY

## Insert – final sizes

MINIMUM = 7 INCHES X 5 INCHES  
MAXIMUM = 11 INCHES X 11 INCHES

## Insert – deadline

5 BUSINESS DAYS PRIOR TO PUBLICATION  
**SHIPPED DIRECTLY TO PRINTER**

**SPACE:** 2 BUSINESS DAYS PRIOR TO PUBLICATION  
**CREATIVE:** 1 BUSINESS DAY PRIOR TO PUBLICATION

## Online

Rectangle = 300 x 250 pixels  
Top Banner = 468 x 60 pixels  
Mobile Banner = 320 x 50 pixels  
Billboard 970 x 250 pixels  
Pop-Up 336 x 342 pixels

Daily Digest Banner = 600 x 155 pixels  
Daily Texan Leaderboard = 728 x 90 pixels  
(Place text on left half for optimal legibility on all devices)

BurntX Mobile = 320 x 480 pixels  
UTexas.Rent Slider = 1240 x 650 pixels  
(Center text for optimal legibility on all devices)

## TexAd Sizes

Ad = 320x50  
Ad = 300x250  
Header = 320x200  
Footer = 320x300

# Effective Advertising Tips

## EXPLORE ALL MEDIA OPTIONS

PRINT, WEB, SPONSORED CONTENT, VIDEO, ETC.

## TARGET AUDIENCE

A good strategy includes identification of the **correct target audience** for your advertising, and tailoring the ad for that audience, along with a listing of meaningful features and benefits.

## ONE KEY MESSAGE

Communicate one key message. Don't say too much.

Does your ad have a lot of empty space? Your answer should be "yes."

## CONTACT INFO

Make it easy for potential customers to contact you. Include your company's name, telephone number and email, website and physical addresses in a way that's easy to understand at first glance.

## BULLET-POINT LISTS

Provide potential customers with all the necessary information. Give detailed info in an easy-to-read fashion.

## CALL TO ACTION

Let your audience know what you want them to do. Call, look at website, learn more, etc.

## STICK WITH A LIKABLE STYLE

Changing ad styles and personality too often will confuse potential buyers. It also fights against memorability.

## GO BIG OR GO HOME

In print advertising, size is important. A larger ad draws the eye and generates more calls. It also allows you to include all the important information without appearing cluttered.

## CONSIDER THE DEVICE AND SCREEN SIZE

Your digital ad may look good on a large desktop, but will it be legible on a small phone? Limit the text and avoid distracting backgrounds. Consider using a GIF for lengthier messages, but limit the slides to 5 max and rotations should allow time to read.

# Let TSM design your ad

## AD BUILD

Let TSM's professional team of designers, copywriters, and web developers help build an effective advertisement for your company.

Please provide your company's brand style guide, fonts, any imagery you'd like, if they exist, and a concise statement of your ad's purpose, including a call to action. List any features you'd like to list. We'll also need your contact information for the advertisement: website, street address, phone number, etc. It doesn't hurt to provide examples of ads which appeal to you as you know your audience better than anyone.

Allow us **two weeks** to provide you a first round of design. Charges may apply. Contact your account executive for details.

# Press Guidelines

## TYPE SPECS

Sans serif typefaces such as Helvetica, Arial, Myriad Pro are the safest choice for newsprint reproduction because they have more uniform character thickness. Serif typefaces such as Times Roman or Adobe Garamond with delicate serifs are not recommended for newsprint in small sizes.

- Minimum text size recommended:  
9pt for 100% black text.

- Minimum size recommended for reversed type:  
**14pt in 100% black and make it bold.**

- Make all black text 100% black (not 4 color or rich black).

- Do not put white type in a box set to overprint or set white type (less than 14pt) on top of 4-color images. (see below)

The same rules apply to advertising for the web due to the considerations for ADA guidelines. High contrast is necessary for sight-impaired viewers.

## COLOR AND IMAGE SPECS

All printing at The Daily Texan is **CMYK or grayscale**.

No Pantone or spot colors are recognized. Any files submitted that use other profiles will be converted to CMYK which may shift the colors.

**TOTAL INK COVERAGE:** Don't exceed a Total Ink coverage of 260. This can be determined by using the eyedropper in Photoshop on an image and adding up the values of CMYK.

**DPI:** Images should be 300dpi or vector art.

**DOT GAIN: 30%** Newspaper printing processes causes printed material to look darker than intended. To prevent this, use a 30% dot gain setting for images in your imaging software.



FOR MORE INFORMATION, CONTACT YOUR  
ADVERTISING REPRESENTATIVE OR EMAIL  
[ADVERTISE@TEXASSTUDENTMEDIA.COM](mailto:ADVERTISE@TEXASSTUDENTMEDIA.COM).



The University of Texas at Austin  
**Texas Student Media**  
Moody College of Communication