### 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

### The Daily Texan Deadline

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

### DIGITAL

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

**TV Files**
FORMAT .MP4
RESOLUTION 720P

### Texas Connect
SEE SEPARATE STYLE GUIDE AND SPECIFICATIONS.

### Broadsheet

**Width x Height**

<table>
<thead>
<tr>
<th>Fraction</th>
<th>Width x Height</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/16th</td>
<td>3.22&quot; X 4&quot;</td>
<td>(2 COLUMN X 4&quot;)</td>
</tr>
<tr>
<td>1/8th</td>
<td>4.92&quot; X 5&quot;</td>
<td>(3 COLUMN X 5&quot;)</td>
</tr>
<tr>
<td>1/2</td>
<td>9.84&quot; X 10&quot;</td>
<td>(6 COLUMN X 10&quot;)</td>
</tr>
<tr>
<td>Full</td>
<td>19.68&quot; X 20&quot;</td>
<td>(12 COLUMN X 20&quot;)</td>
</tr>
</tbody>
</table>

### Special Editions Only

<table>
<thead>
<tr>
<th>Fraction</th>
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<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>1/8th</td>
<td>4.92&quot; X 5&quot;</td>
<td>(3 COLUMN X 5&quot;)</td>
</tr>
<tr>
<td>1/4th</td>
<td>9.84&quot; X 7.5&quot;</td>
<td>(6 COLUMN X 7.5&quot;)</td>
</tr>
<tr>
<td>1/4th H</td>
<td>10&quot; X 5&quot;</td>
<td>(6 COLUMN X 5&quot;)</td>
</tr>
</tbody>
</table>

### 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
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.