

TEXAS TRIBUNE
MEDIA KIT



INTRODUCTION

The Texas Tribune was conceived as part of the solution to the decline of public service journalism in Texas and as a new way to provide this essential public good — the news and information required to engage and educate Texans about the big issues affecting us all: public education, health care, transportation, immigration, energy and the environment.

In 2009, venture capitalist John Thornton enlisted Evan Smith, the esteemed former president and editor in chief of *Texas Monthly*, to help found The Texas Tribune. The Tribune immediately acquired *Texas Weekly*, the top political and government newsletter in the state, and hired its editor, Ross Ramsey, to be the Tribune's managing editor.

With more than \$4 million in private contributions as seed funding, a small band of talented computer programmers, and some of the most accomplished journalists in the state, The Tribune launched its destination website on Nov. 3, 2009. Through a variety of distribution partnerships, the Tribune extends its reach considerably to other online, print and broadcast outlets, to which content is provided at no charge. In addition, the Tribune produces a lively and educational suite of free public events that explore issues that are of critical importance to Texans.

As a 501(c)3 organization, the Tribune is supported by individual contributions through memberships and major gifts, corporate sponsorships and foundation grants. Since 2009, the Tribune has had more than 11,000 contributing members and 370 corporate sponsors, as well as an active major gift and grant program. The Tribune also generates earned revenue from events and specialty publications. The Tribune currently has 45 full-time employees, including 18 reporters.

OUR MISSION

**TO PROMOTE CIVIC ENGAGEMENT
AND DISCOURSE ON PUBLIC POLICY,
POLITICS, GOVERNMENT AND OTHER
MATTERS OF STATEWIDE CONCERN**

OUR VISION

**TO BUILD THE NEXT GREAT PUBLIC
MEDIA BRAND IN THE UNITED STATES**

Although commercial models for delivering news and information are under tremendous pressure, the level of “media clutter” seems only to increase. We are keenly aware that breaking through that clutter is perhaps the central challenge we face in making **TexasTribune.org** a success. What sets us apart:

NOT JUST NEWS — KNOWLEDGE

Our website is built from scratch as a “digitally native” public service. Advances in technology provide unparalleled opportunities for educating the public. Original reporting is married to the newest online presentation and visualization tools. Our site also includes highly curated news aggregation from other sources, polling, blogging, columns, commentary and an ever-growing lineup of searchable databases that numbers more than 100. Citizens and other journalists already see the Tribune as the authoritative source of data on a wide range of topics such as voting records, campaign finance, public school quality and public employee compensation.

OBJECTIVITY & NONPARTISANSHIP

We believe that the serious-minded public is fed up with the “echo chamber” structure of the news media and is hungry for a trusted news source. Objective journalism sets the tone for the Tribune and differentiates us in a crowded media universe. As a 501(c)3, the Tribune has opted out of specific candidate or issue endorsements.

SUBJECT FOCUS

What the Tribune does not cover is almost as important as what it does. Since we are not a paper of record and do not attempt to reach a mass audience, we do not chase the “story” of the moment. Instead, we focus on reporting the issues that matter to Texans with a comprehensiveness and depth that aren’t found elsewhere: water, transportation, criminal justice, health care, public education, energy and immigration.

VOICE

Serious-minded and dull are not synonymous. We reject the idea that reporting in the public interest must be boring, or that reporters on serious topics must be stripped of their authorial voice. Reporters can have distinct personalities without compromising their objectivity. The best magazines have proved this over time, and the Tribune will as well.

CULTURE OF EXPERIMENTATION

Although the Tribune is not a technology company, a component of our mission is to experiment constantly with the ever-growing arsenal of tools at our disposal to make the reader experience ever more engaging.

YOUTH

Our team members are digital natives, and our site is designed with the news-consuming habits of a young public in mind. Effective leverage of social networking tools is key to our success with a younger audience. We are also conducting a college outreach program on a scale that has never been mounted by a journalistic enterprise in Texas.

LEVERAGED DISTRIBUTION

In syndicating our content at no cost to other news outlets, we believe we will advance the goal of ubiquity very rapidly and cost effectively. It matters not to us whether a reader encounters our content on our site, in a public radio interview with one of our reporters or in *The Facts* of Brazoria County.

AWARDS & RECOGNITION

2013:

ONLINE JOURNALISM AWARDS

GENERAL EXCELLENCE — MEDIUM CATEGORY

AUSTIN CHRONICLE READERS' CHOICE

BEST NEWS WEBSITE

BEST NON-CHRONICLE PUBLICATION

2012:

NATIONAL EDWARD R. MURROW AWARDS

Radio Television Digital News Association

EXCELLENCE IN JOURNALISM

"An Interactive Approach to Civic Engagement"
Data Application

WEBBY AWARDS

OFFICIAL POLITICS HONOREE

GLOBAL DATA JOURNALISM AWARDS

3RD PLACE

"Rise & Fall of Rick Perry's Presidential Bid"
Interactive

2011:

SOCIETY OF PROFESSIONAL JOURNALISTS

OPEN DOORS AWARD

NATIONAL EDWARD R. MURROW AWARDS

Radio Television Digital News Association

BEST NON-BROADCAST WEBSITE

BEST USE OF VIDEO

Elise Hu, "Stump Interrupted"

REGIONAL EDWARD. R. MURROW AWARD

BEST RADIO WRITING

Ben Philpott

LONE STAR AWARD - HOUSTON PRESS CLUB

INTERNET-BASED FEATURE

Reeve Hamilton, "Instapundit"

RADIO JOURNALIST OF THE YEAR

Ben Philpott

FIRST AMENDMENT AWARDS

Fort Worth Society of Professional Journalists

ONLINE PROJECT

Emily Ramshaw, "Detaining Care: Medical and
Mental Health in Immigration Detention"

TEXAS MEDICAL ASSOCIATION'S ANSON JONES AWARDS

ONLINE/MIXED MEDIA — FIRST PLACE

Emily Ramshaw, "No Country For Health Care"

KNIGHT-BATTEN AWARDS

INNOVATIONS IN JOURNALISM

Honored with Special Distinction

2010:

ONLINE JOURNALISM AWARDS

GENERAL EXCELLENCE — SMALL CATEGORY

GANNETT FOUNDATION AWARD

For Innovation In Watchdog Reporting

Elise Hu, "Stump Interrupted"

UNIQUE VISITORS 2013

6,085,628

FEBRUARY 2014

570,969

PAGEVIEWS 2013

38,269,657

FEBRUARY 2014

3,148,055

PAGES VIEWED PER VISIT

TEXAS TRIBUNE AVERAGE

4.0 

GENDER

MEN

56%

WOMEN

44%

VOTERS

REGISTERED

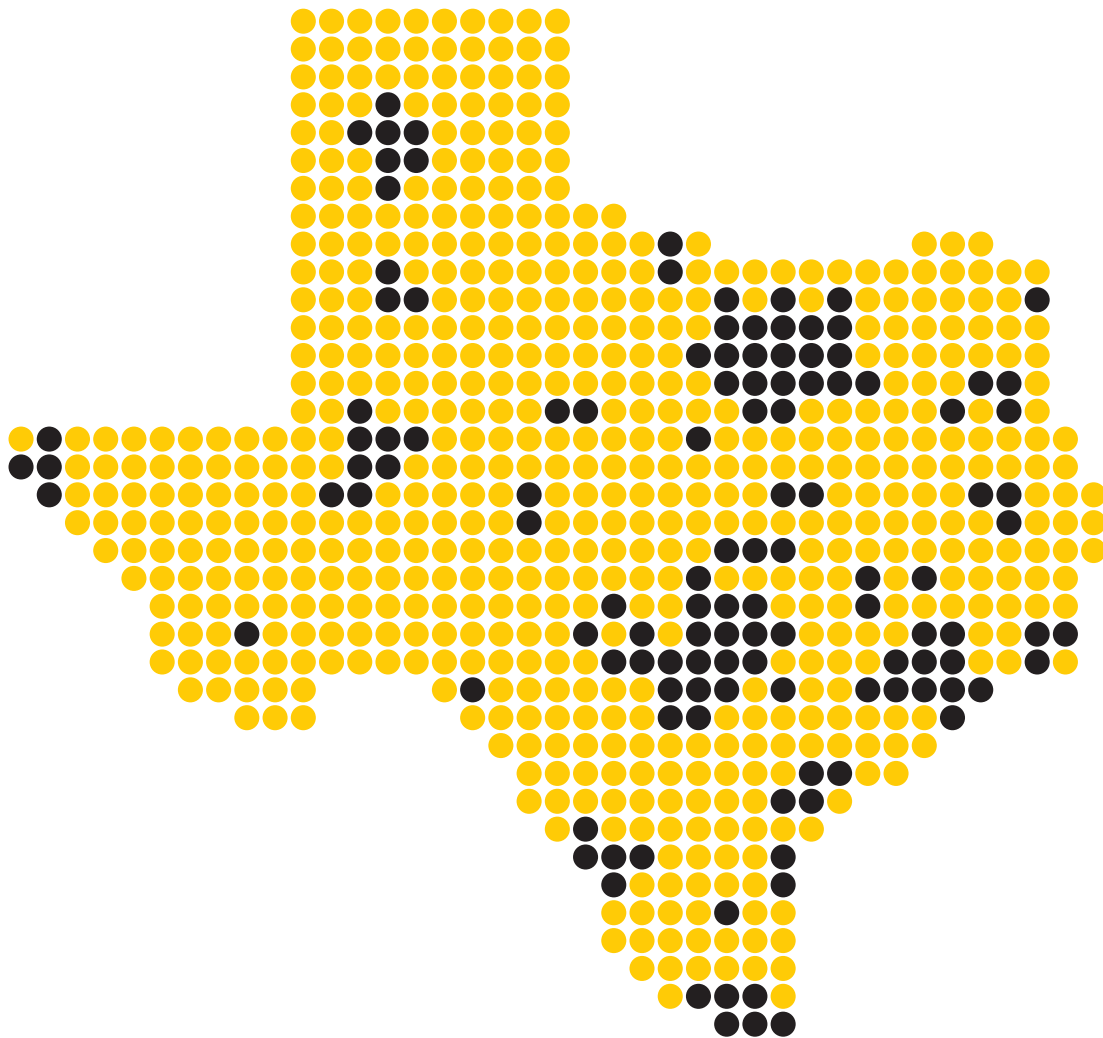
98%

VOTED IN LAST ELECTION

96%

| AGE | | INCOME | | EDUCATION | | OCCUPATION | |
|-------|-----|-----------------------|-----|-------------------------------|-----|---------------------------------|-----|
| ★ | % | ★ | % | ★ | % | ★ | % |
| 18-24 | 5% | \$15,000 - \$24,000 | 3% | Current college student | 2% | Professional, Technical | 63% |
| 25-34 | 19% | \$25,000 - \$34,999 | 4% | Completed some college | 7% | Proprietors, Managers | 5% |
| 35-44 | 16% | \$35,000 - \$49,999 | 6% | College graduate (one degree) | 38% | Clerical / Sales worker | 2% |
| 45-54 | 20% | \$50,000 - \$74,999 | 13% | Advanced college degree | 40% | Blue Collar Worker | 1% |
| 55-65 | 25% | \$75,000 - \$99,999 | 13% | Advance college degree plus | 13% | Business Owner/Corporate Office | 13% |
| 65+ | 17% | \$100,000 - \$149,999 | 20% | | | Retired | 15% |
| | | \$150,000 - \$200,000 | 11% | | | | |
| | | \$200,000 + | 21% | | | | |

SOURCE: TEXASTRIBUNE.ORG AUDIENCE IDENTIFICATION SURVEY 2012



| | | |
|----------|--------------------|--------------|
| NATIONAL | OUT OF STATE | TEXAS |
| | 27.4% | 72.6% |
| TEXAS | MAJOR METROPOLITAN | OTHER |
| | 62% | 38% |

SOURCE: GOOGLE ANALYTICS (MARCH 2014)

CONTENT SPONSORSHIP

FRONT PAGE



FRONT

As the entry point to all of the Tribune's content, the front page offers a glimpse at the site's stories, blogs, multimedia reporting, databases, news feeds and social media connectivity that contribute to the rich, sophisticated user experience we aim to provide. The day's full-length pieces act as the site's editorial centerpiece — published and updated throughout the day — running under the main features.

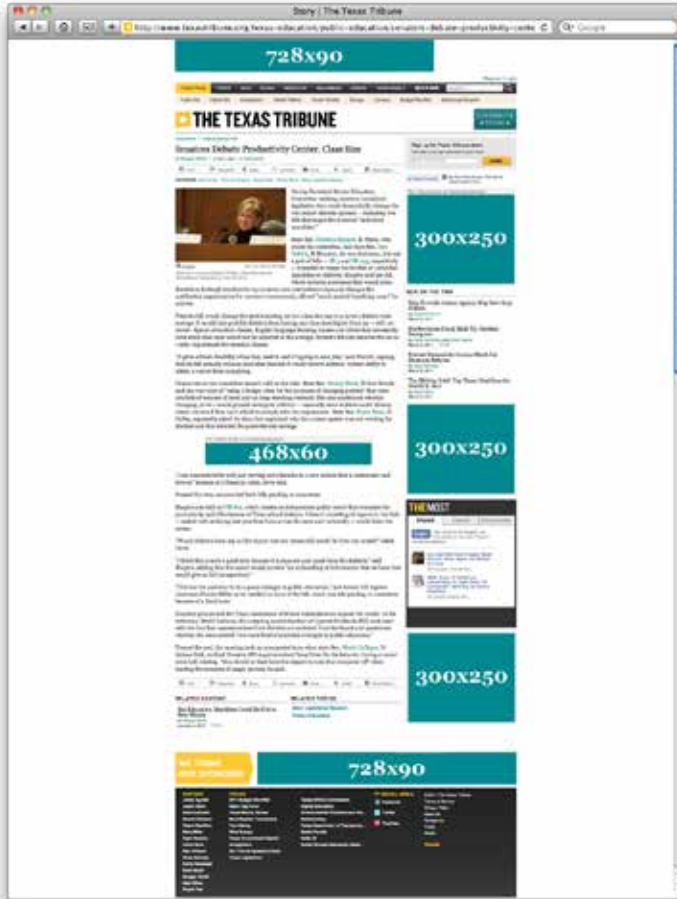
SIZES / PLACEMENT

Leaderboard - 728x90 px

Medium rectangle - 300x250 px

CONTENT SPONSORSHIP

STORY PAGES



STORY

Each Tribune story page features links to related content and topics. Social media links appear on each page, allowing readers to easily share content on a number of different platforms. A comments tab also allows readers to join the conversation.

As a sponsor of The Texas Tribune's coverage of issues and educational events related to our state's largest issues for the next year, you will receive rotating presence on **TEXASTRIBUNE.ORG**, on all content pages - Front Page, Story Pages and Blogs.

SIZES / PLACEMENT

Leaderboard - 728x90 px
Medium rectangle - 300x250 px

INVESTMENT

Annual content sponsor net investment
- \$4,200

UNIQUE PLACEMENT

In addition to a medium rectangle and leaderboard, you can choose to feature a full banner in the middle of a story page. This unique placement attracts the attention of readers as they scroll down the page.

SIZES / PLACEMENT

Full Banner - 468x60 px

INVESTMENT

\$25 net cost per thousand impressions

BLOG PAGES



BLOGS

The Tribune's blogs complement our daily batch of full-length story offerings, allowing writers to report on issues throughout the day. For example, are you interested in campaign commercials? "Ads Infinitum" has your fix.

T-SQUARED

A blog about the inner workings of The Texas Tribune.

THE POLLING CENTER

A blog about our public opinion surveys (and everyone else's).

TEXAS WEEKLY

Our weekly panel of Capitol insiders weigh in on issues of the moment.

THE PLAYLIST

The week's news through song.

TEXPLAINER

Ever hear something about Texas politics or public policy and wonder what it is? Ask Texplainer.

SIZES/ PLACEMENT

Leaderboard - 728x90 px

Medium rectangle - 300x250 px

Full banner - 468x60 px

SECTION SPONSORSHIP

SECTION SPONSORSHIP



SIZES/ PLACEMENT

Dropdown - 320x50

Leaderboard - 728x90 px

Medium rectangle - 300x250 px

INVESTMENT

\$20 net cost per thousand impressions

SECTIONS

As the major sponsor of The Texas Tribune's coverage of issues and educational events related to a specific topic section, you will receive top level presence on **TEXASTRIBUNE.ORG**, on all select topic content pages and main navigation.

ECONOMY

Related topics: *budget, economy, federal stimulus package*

EDUCATION

Related topics: *higher education, public education, school finance*

ENERGY & ENVIRONMENT

Related topics: *energy, environment, oil and natural gas, water supply*

GOVERNMENT

Related topics: *legislative session, budget board, redistricting board, governor's office*

HEALTH & HUMAN SERVICES

Related topics: *federal health reform and texas, medicaid, reproductive health, women's health*

LAW & ORDER

Related Tribpedia: *attorney general's office, texas courts, texas judicial system, state bar of texas*

PEOPLE

Related topics: *george w. bush, george p. bush, lloyd doggett, ted cruz*

POLITICS

Related topics: *statewide elections, texas governor's race, tea party, green party*

RACE & IMMIGRATION

Related topics: *texas-mexico border, dream act, arizona immigration law, birthright citizenship*

TRANSPORTATION

Related topics: *texas department of transportation, red light cameras, driver responsibility program*

UNIQUE SPONSORSHIPS

THE BRIEF



THE BRIEF

The Brief delivers the day's top Texas headlines in a punchy, easily digestible format twice each weekday, in the morning and afternoon. Comprehensive but concise, The Brief alerts readers to must-read stories, notable quotes and what's new in the Tribune.

SIZES / PLACEMENT

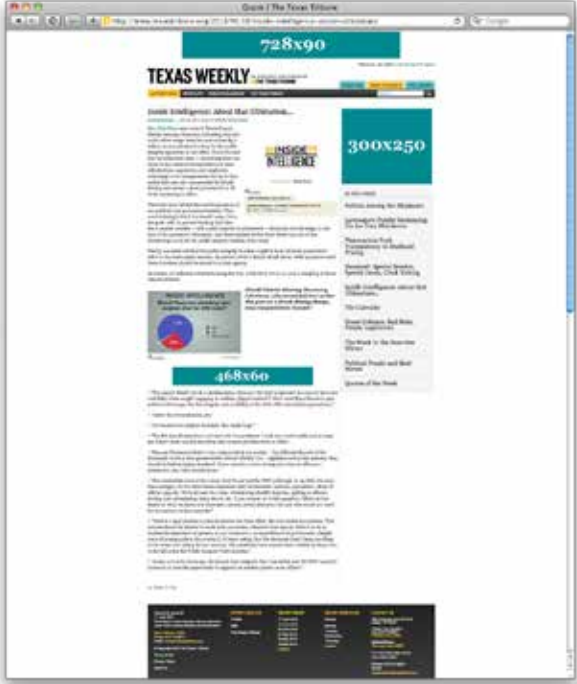
- Leaderboard - 728x90 px
- Medium rectangle - 300x250 px
- Full banner (featured within content) - 468x60 px

INVESTMENT

\$3,500 net investment per 30-day period

UNIQUE SPONSORSHIPS

INSIDE INTELLIGENCE



INSIDE INTELLIGENCE

Inside Intelligence, which appears in *Texas Weekly* and on TexasTribune.org, a weekly panel of Capitol insiders weighs in on important issues of the moment. (The panel is named, but respondents' votes and comments are kept anonymous.) Inside Intelligence appears in the blog area of TexasTribune.org and receives post alerts and a sponsored run in the site's marketing program, which directs to the poll results (and the archive) and includes a sponsored link on the landing pages that points to your set direction.

TEXAS WEEKLY SIZES / PLACEMENT

Leaderboard - 728x90 px (page header & footer)
Medium rectangle - 300x250 px

TEXAS TRIBUNE SIZES / PLACEMENT

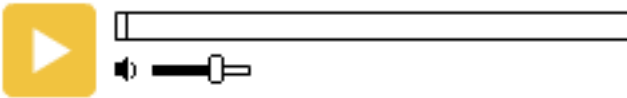
Leaderboard - 728x90 px (page header & footer)
Medium rectangle - 300x250 px
Full banner - 468x60 px (featured within content)

INVESTMENT

Annual net investment - \$40,000
Weekly net investment - \$1,000

UNIQUE SPONSORSHIPS

TRIBCAST



TRIBCAST

Get crack insight and analysis from Tribune reporters and editors on the Tribune's weekly podcast, a frank, irreverent rundown of the biggest headlines in Texas politics and government.

SIZES / PLACEMENT

*Includes 15-second audio/video pre-roll feature.

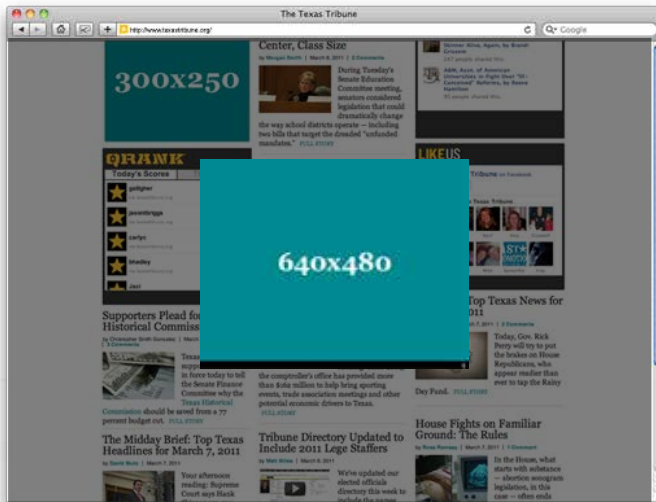
Medium rectangle - 300x250 px (on the landing/launch page)

INVESTMENT

Monthly net investment - \$3,000

Weekly net investment - \$1,000

INTERSTITIAL



INTERSTITIAL

Stand-out feature to appear on page upon entering the site, from any point, or in between page change, and remain present for 12 seconds — on one select date, or with the ability to supply a strategic, specific message to be seen each day for a set series. One creative unit to appear one time per unique visitor.

SIZES / PLACEMENT

Interstitial - 640x480 px
(Static image acceptable.)

INVESTMENT

One-day takeover - net \$1,500

Series - \$1,250 per day

Example five-day set net investment - \$6,250

UNIQUE SPONSORSHIPS

TT-INTERVIEW



TT-INTERVIEW

The Tribune’s goal of producing rich, in-depth coverage of Texas sometimes requires us to step outside the confines of the traditional story format. Out of this idea was born the so-called TT Interview (a respectful riff on the iconic *Rolling Stone* articles), which our team of crack reporters conduct with the state’s most interesting politicians, officials, activists, authors and wonks — from the high profile to the more unsung. We hope these interviews — presented as audio, video, a transcript or some combination of the three — help us tell the unfiltered story of Texas politics and government in a more unique and compelling way.

SIZES / PLACEMENT

- Leaderboard - 728x90 px
- Medium rectangle - 300x250 px
- Full banner - 468x60 px

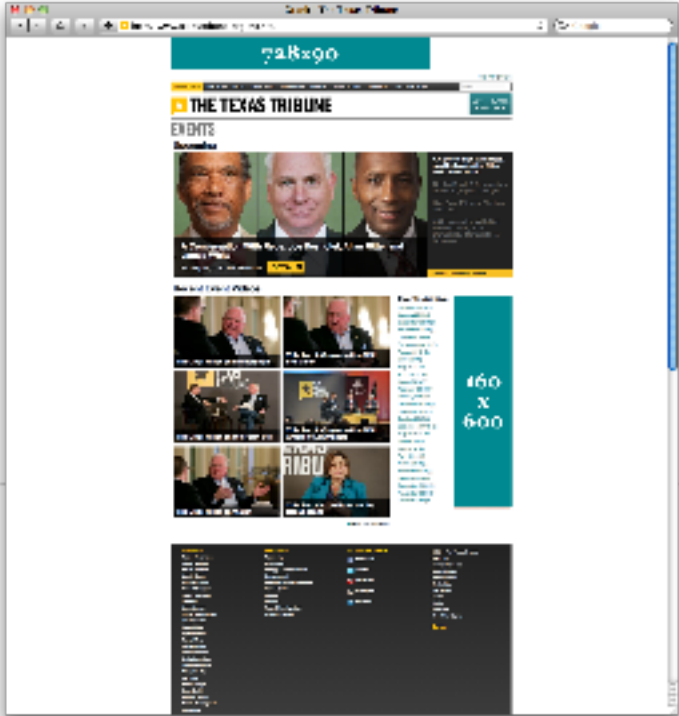
*All interviews include either an audio or video element that allows a pre- and post-roll feature along with featured presence on the interview landing page.

INVESTMENT

- \$3,500 net per 30-day period
- \$750 net per interview

UNIQUE SPONSORSHIPS

EVENT



EVENT LANDING PAGE

The Tribune presents regular on-the-record, open-to-the-public events to advance our mission of promoting civic engagement and discourse on public policy, politics and government. In hosting a conversation series featuring elected officials and other newsmakers, an ideas festival, a college tour, and other mission-related educational and social events, the Tribune views the in-person experience itself as a distribution platform — and once the event is over, the audio and video of what took place becomes available on our site.

SIZES / PLACEMENT

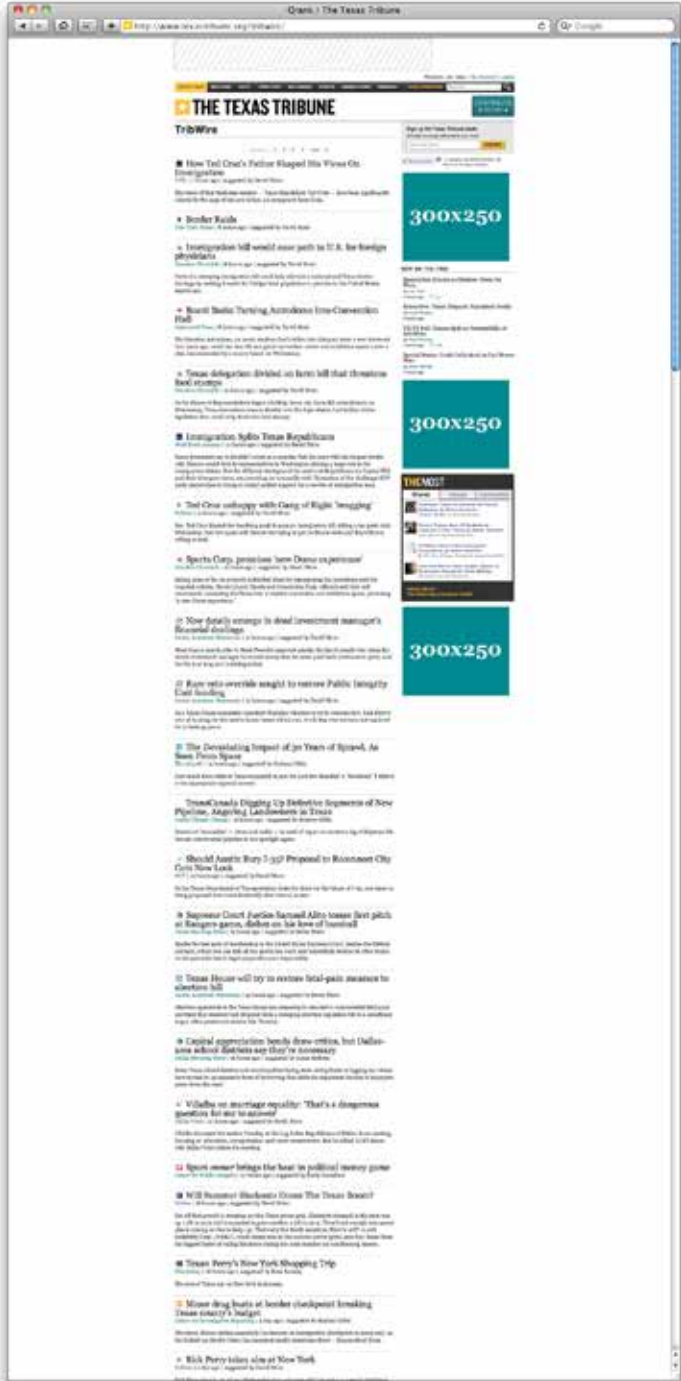
Skyscraper side rail - 160x600 px

INVESTMENT

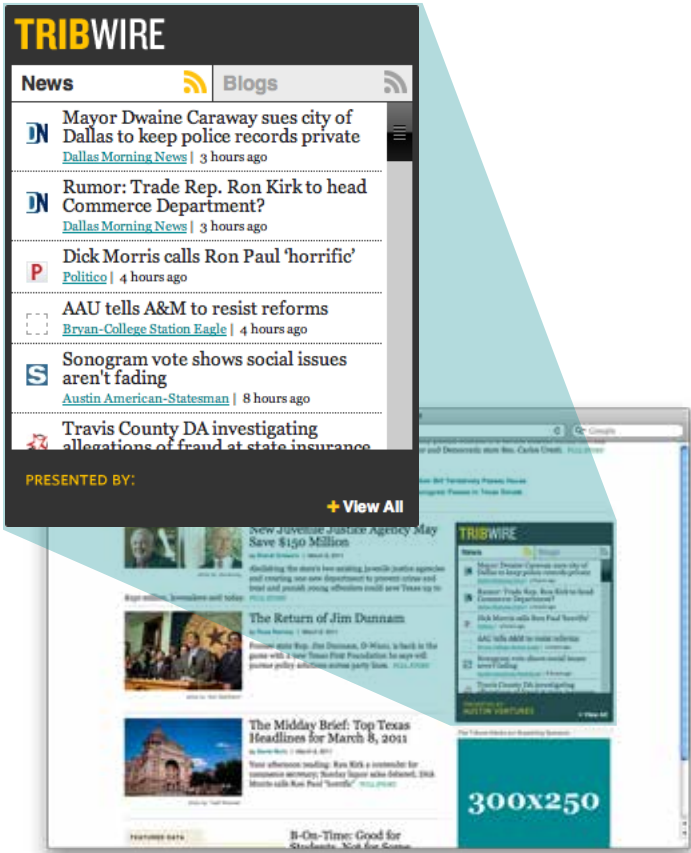
\$75 per-day net investment

UNIQUE SPONSORSHIPS

TRIBWIRE



TRIBWIRE WIDGET



TRIBWIRE

TribWire offers a feed of Texas news culled from outlets across the state. On the wire, curated by Tribune staff and updated in real time throughout the day, visitors are directed to must-read stories covering Texas issues from a variety of sources, including newspapers both big and small.

SIZES / PLACEMENT

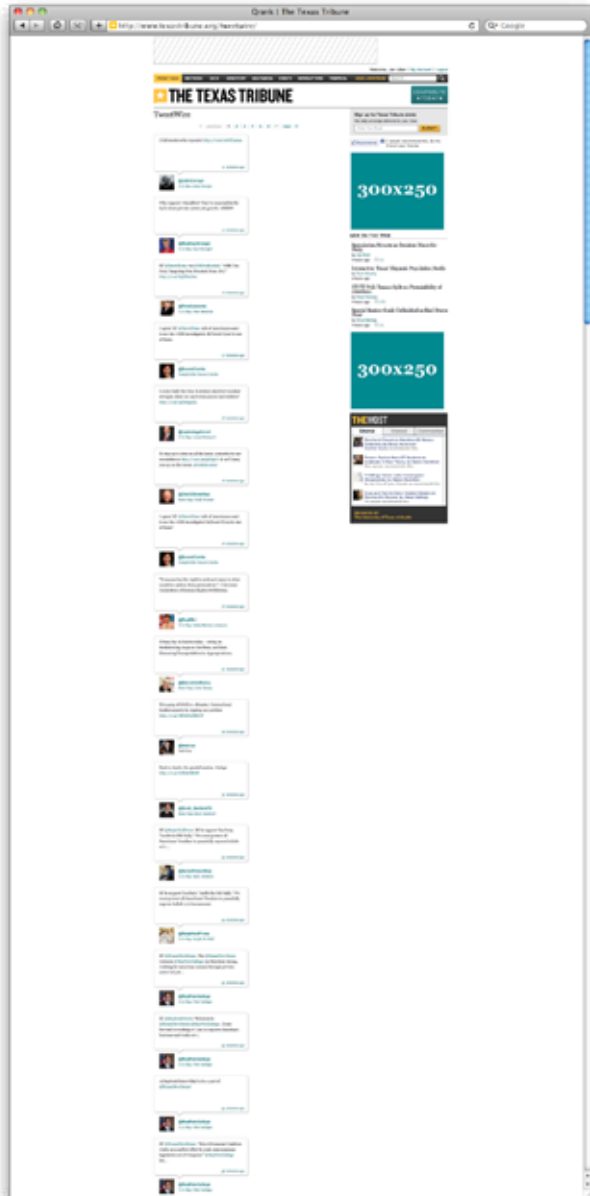
Medium rectangle - 300x250 px
 *Presence on Front Page - Tribwire widget footer

INVESTMENT

Monthly net investment - \$2,000

UNIQUE SPONSORSHIPS

TWEETWIRE



TWEETWIRE WIDGET



TWEETWIRE & WIDGET

TweetWire offers readers a quick look at the Twitter feeds of Texas politicians. The front page displays the latest Tweet, but an expanded view provides an organized look at other recent Tweets.

SIZES / PLACEMENT

Medium rectangle - 300x250 px
*Presence on Front Page - Tweetwire widget footer

INVESTMENT

Monthly net investment - \$2,500

UNIQUE SPONSORSHIPS

SEARCH



SEARCH
 Searches on the site can be narrowed by story, blog post, audio, video, image and more. Opportunity to sponsor the search feature on the site and have 100% share of voice on this navigation resource page.

SIZES / PLACEMENT
 Medium rectangle - 300x250 px
 Skyscraper side rail - 160x600 px

INVESTMENT
 Monthly net investment - \$2,500

THE MOST

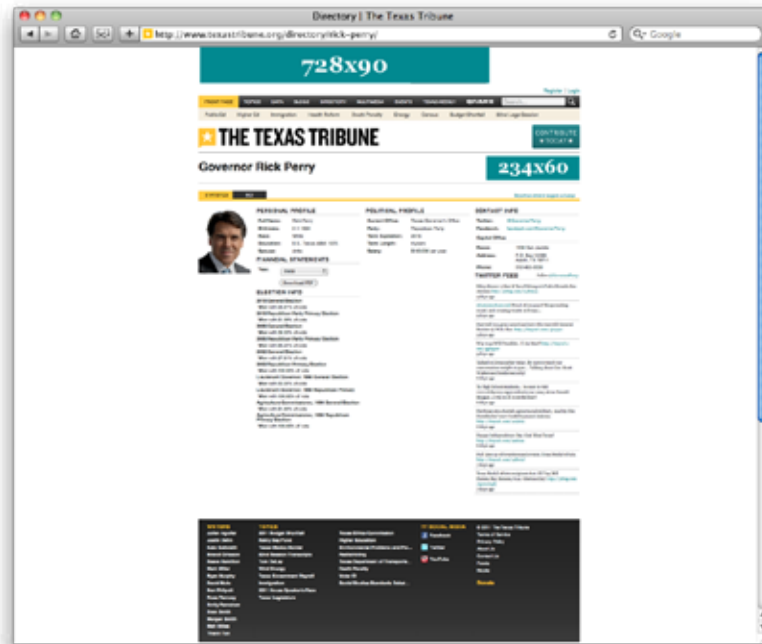


THE MOST
 The Most is a social engagement widget that lets anyone get a glimpse of what's hot on the site and where the conversation is - what's being shared, viewed and commented on.

SIZES / PLACEMENT
 *Presence on Front Page and other top level pages -
 The Most widget footer

INVESTMENT
 Monthly net investment - \$2,500

ELECTED OFFICIALS



DIRECTORY

Giving readers the context they need to get to know the individuals who represent them, the Directory offers personal data — including bios, contact information and electoral histories — on the 246 occupants of the state’s highest offices. Politicians’ individual pages also include downloadable financial statements and, for some, their Twitter feeds.

SIZES / PLACEMENT

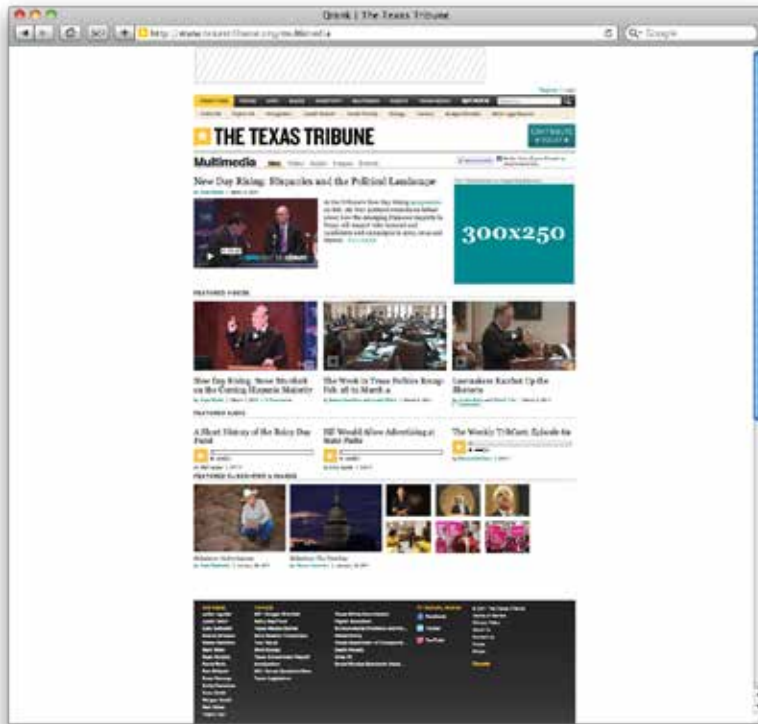
Half banner - 234x60 px

*Exclusive presence on top right of page

INVESTMENT

Monthly net investment - \$2,500

MULTIMEDIA



FEATURED VIDEO

The 82nd Lege Session: The Highlights Reel

by [Justin Dehn](#) and [Thanh Tan](#) | June 2, 2011 [7 Comments](#)

PRESENTED BY:

[+ More Videos](#)

MULTIMEDIA

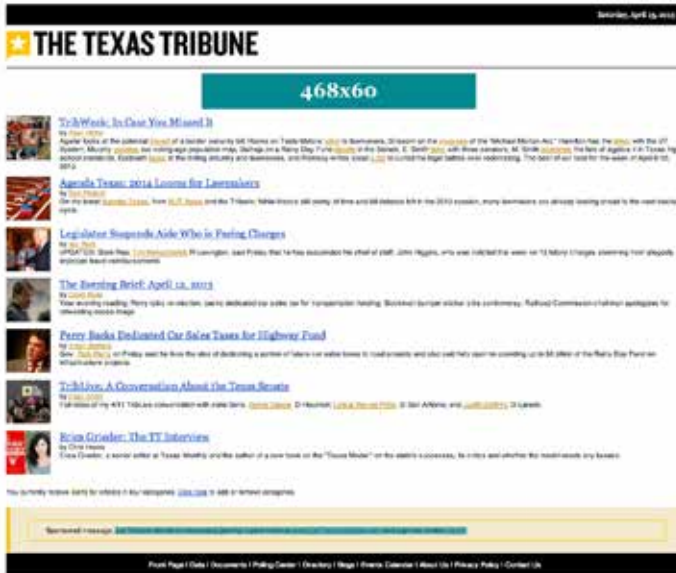
The Tribune’s wealth of diverse multimedia content — its hundreds of video and audio stories and thousands of images — is compiled in one easily browsable page. A video of the Trib’s choosing appears at the top of the page, and other recent audio and video pieces and images and slideshows appear below. Videos, audio, images and event content can also be viewed on their own individual landing pages.

SIZES / PLACEMENT

Medium rectangle - 300x250 px
 *Presence on main Multimedia page - Featured Video widget footer

INVESTMENT

Monthly net investment - \$2,500



TRIBMONTH

Supporters and special friends of the Tribune receive TribMonth, a selective list of the month's top 10 stories, blog posts, audio pieces and more. Along with cluing readers into the best of the best, TribMonth also aims to give the site's material new life long after its publication date.

BREAKING NEWS ALERTS

Site visitors have asked for the ability to receive the various forms of our aggressive and ambitious public interest journalism — our stories, blog posts, multimedia, polling — in their e-mail inboxes, delivered at the interval of their choosing. Now they have it. Opt-in recipients can get an update pushed every few hours (6 a.m. to 6 p.m.) or immediately after every bit of content is published. They will always get enough to pique their interest: the headline, the tagline and a piece of art.

**Daily Alerts run Monday through Friday.*

SIZES / PLACEMENT

Full banner - 468x60 px

OR

Half banner - 234x60 px

AND

Text link - 15 words of copy, plus URL link (email footer)

INVESTMENT

TribMonth net investment - \$3,000

TribWeek net investment - \$1,000

Daily Alert net investment - \$500

Text link net investment - \$200



TEXAS WEEKLY

Founded in 1984, Texas Weekly is the largest political newsletter in Texas. Texas Weekly is written and edited by Ross Ramsey, a veteran correspondent for Texas newspapers with more than 20 years as a political writer/analyst. An archive of current and past issues is published on TexasTribune.org.

SIZES / PLACEMENT

- Leaderboard - 728x90 px
- Medium rectangle - 300x205 px
- Full banner - 468x60

The screenshot displays the Texas Weekly website layout. At the top, a teal banner contains the text "728x90". Below it, the website header includes the "TEXAS WEEKLY" logo, the tagline "AN EXCLUSIVE PUBLICATION OF THE TEXAS TRIBUNE", and navigation links for "SUBSCRIBE", "PREF" (preferences), and "ABOUT". The main content area features an article titled "The Three-Party System" by Ross Ramsey, dated April 11, 2013. The article includes a photograph of three people in a meeting and a large teal box with the text "300x250". To the right of the article is a sidebar titled "IN THIS ISSUE" listing various topics such as "The Three-Party System", "The Medicaid Expansion Merry-Go-Round", and "Proposal: Allow Private Mental Health Services in Jails". At the bottom of the page, a teal banner contains the text "468x60".

MOBILE

On Texas Tribune Mobile, readers can get the top stories and blog posts delivered to their mobile devices (phone, tablet, and readers) as instantly as they are published to the website. The mobile edition's responsive format is geared for speedy download and ease of use on all mobile devices.

SIZES / PLACEMENT

Mobile - 300x100 px



Before there was Facebook and Twitter, e-mail and cell phones, there was real-time, face-to-face conversation where ideas were presented, positions debated, solutions brainstormed. Beyond our destination website, The Texas Tribune offers TribLive, a suite of free events designed to promote public discourse and civic engagement throughout Texas. It's our attempt to bring people together in real time to learn, engage and renew. Our events include:

TEXAS TRIBUNE CONVERSATIONS

In January 2010, we initiated a series of conversations featuring prominent elected officials and other newsmakers at the historic Austin Club and universities across the state. Moderated by the Tribune's CEO and editor-in-chief, Evan Smith, these thoughtful and lively discussions include a Q&A session with the audience. Admission is free. Each conversation is livestreamed in realtime and available to online visitors and our syndication partners.



TEXAS TRIBUNE SPONSORED EVENTS

Civic engagement often takes the form of community involvement, collaboration and partnership. The Tribune will occasionally co-sponsor events organized by other community groups that support our mission and promote worthy causes.



TEXAS TRIBUNE FESTIVAL

Bringing together important and provocative statesmen, thinkers and writers from a wide variety of disciplines, the Tribune's Festival at the University of Texas at Austin rivals the New Yorker Festival and the Aspen Ideas Festival and offers Texans an exciting weekend of public events and dialogue. Interviews, lectures, debates and panel discussions will explore major current issues.

TEXAS TRIBUNE ONE-DAY SYMPOSIUM

As educating and engaging the next generation of Texans is key to our mission, the Tribune will visit three universities across the state each year to present a daylong program including policy experts, newsmakers and Tribune journalists in one-on-one interviews, panel discussions, debates and classroom visits. Programs are open to all students, faculty and members of the surrounding community.



UNDERWRITING GUIDELINES

1. To clearly distinguish advertisements from editorial content, we require that all white background ads come with a border.
2. All ads with off-site links will open new browser window.
3. No on-load pop-over ads.
4. All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site.
5. In the event a third party ad server fails or fails to respond in a reasonable time frame, the Tribune has the right to pull the ad from our pages until the problem has been rectified.
6. Images need to be good quality and have visual integrity. They cannot be pixelated. This being said, the smaller the file size the better, preferably around 35k per ad unit.
7. If the sponsor does not have a graphics person it can send a logo, preferably an Adobe Illustrator .eps file that can be re-sized without compromising quality.
8. All Flash ads need to be accompanied by a static image version of the ad. Flash ads may loop a maximum of three times, and should run under 12 seconds total. Please apply these same guide lines for other animated file types, such as .gif files.
9. All ad units must be clearly identified as such.

ACCEPTABLE SIZES

234 x 60
468 x 60
160 x 600
300 x 250
300 x 100
320 x 50
728 x 90
648 x 480

GENERAL GUIDELINES

Products. To help identify a funder, one specific product or brand name item may be mentioned in audio and depicted in an ad. In addition, up to three generic product lines or target markets for a company's products may be mentioned in audio and identified by means of text or generic symbols in video (e.g., "maker of the VAX-111 computer [specific product] and other computers for business, government, and personal use [target markets]."

Underwriter Location. It is permissible to cite location, telephone number information and website addresses. In the alternative, it may be a generic reference to the area served.

Slogans and Corporate-Positioning Statements. Slogans or corporate "positioning" statements that are used to identify a company are acceptable; direct comparison with other companies, or with other companies' products or services ("when a Cadillac just isn't good enough") are not permitted.

Use of People. Actors/actresses or corporate representatives may appear in a credit. Further, for purposes of identifying a funder, employees of a company may be shown in a credit, provided, however, that if employees are used, specific products may not be shown.

Preferred Formats & File Types. Send image files in the form of .jpg (.jpeg), .png, or .gif. Flash files in the form of a .swf. Animated files must loop within a 12-second interval. We can accommodate most third party creative or script snippets.

Required Formats & File Types. Email alert ads can be static images or .gif file (no Flash). Interstitials must be static images only.

Serving System and Tags. All messaging units are served through a third party system, DoubleClick for Publishers (DFP). Third Party Tags are accepted and must integrate with the DFP serving system.

Creative Delivery. Please allow 48 hours for launch of materials.

The Texas Tribune reserves the right to reject any ad based on content or images contained in the banner.

GUIDELINES

