TEXAS HAUNTERS CONVENTION
a Halloween & Costume Expo

MEDIA SPECIFICATIONS GUIDE FOR ADVERTISING AND SPONSORSHIP

DATE: 05/28/2025

OVERVIEW

This media specifications guide has been put together to assist you in preparing your logos, images, or advertisements for use at the Texas Haunters Convention™.

The following sections will cover the various requirements for each specific type that was made available. Be sure to look at the correct section that corresponds to the advertising or sponsorship you purchased.

Pricing, along with the currently available advertising and sponsorship options, is available at the link below:

https://www.texashauntersconvention.com/advertising-and-sponsorship/

NOTICE

We do not create logos, banners, or ads for your company.

You will need to collaborate with your in-house or contracted media company to create the necessary items.

We do not check your artwork for grammar, spelling, or content accuracy.

FORMAT

You must supply your high-quality press-ready or print-ready material to us in one of the following formats using the specific specifications in the appropriate sections below: SVG, PDF, PNG, JPG, GIF, TIFF, EPS, PSD, AI

For printing accuracy, it is recommended to use the CYMK color mode instead of the RGB color mode.

Your artwork should not contain cropping, template, or other markings that you don't want to print on your final item.

DEADLINE

To make sure that all layout work is complete and the printing companies have enough time to get the materials back to us, we must receive all the logos, images, and advertisements by the date listed below:

06/20/2025

DELIVERY

All logos, images, and advertisements should be emailed to the address below:

marketing@texashauntersconvention.com

If the content is too large for email, consider using a free service like Dropbox or another popular file-sharing service.

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SPECIFICATIONS

Each section below covers the unique guidelines for each type of advertising or sponsorship.

Media that does not meet the supplied specifications may be rejected.

BACK OF BADGE AD

Individual ads will each occupy one-half of the back of the badge.

We will be printing badges in full color with full bleed, so you will need to provide an ad to us that matches the "bleed size" listed below. If you are utilizing a color background since we are printing full bleed, there will be no white border around the edges. Ads will then be cut to the "trim size" listed below.

Badges will be provided with a lanyard.

Ad Layout:
- Horizontal (height x width)

Ad Trim Size:
- 2.75" x 4.00"
- 825 pixels x 1200 pixels

Ad Bleed Size:
- 2.88" x 4.13"
- 864 pixels x 1238 pixels

REGISTRATION SPONSORSHIP / MEET N' GREET SPONSORSHIP / EDUCATION AREA SPONSORSHIP / HAUNT TOUR SPONSORSHIP

We will be utilizing retractable banners for these types of sponsorships.

Multiple logos will be displayed on a single retractable banner, so the specifications below are specific to each logo.

If you have an actual vector graphic or SVG file of your logo, this may provide the best resolution for printing. We can resize an actual vector graphic to fit the space with little to no quality degradation.

Logos should be provided with a transparent background whenever possible.

Logo Layout:
- Horizontal (height x width)

Logo Max Size:
- 12.00" x 24.00"
- 900 pixels x 1800 pixels

DEMO STAGE SPONSORSHIP / COSTUME BALL SPONSORSHIP / KIDS COSTUME CONTEST SPONSORSHIP

We will be utilizing individual banners around 2.5' x 4' for these types of sponsorship.

We will be printing the banners in full color with full bleed, so you will need to provide a graphic to us that matches the "bleed size" listed below. If you are utilizing a color background since we are printing full bleed, there will be no white border around the edges. Banners will then be cut to the "trim size" listed below.

Banners will be displayed on the stage during the appropriate event.

Grommets will be placed in the far corners after printing.

If you wish to provide a preprinted banner for these types of sponsorships, please submit a photo and the dimensions of the banner for our approval by the deadline.

Banner Layout:

- Horizontal (height x width)

Banner Trim Size:

- 29.96" x 47.56"
- 2247 pixels x 3567 pixels

Banner Bleed Size:

- 30.20" x 47.80"
- 2265 pixels x 3585 pixels

FULL-PAGE COLOR AD / INSIDE FRONT COVER AD/ INSIDE BACK COVER AD / BACK COVER AD

We will be printing the program in full color with full bleed, so you will need to provide an ad to us that matches the "bleed size" listed below. If you are utilizing a color background since we are printing full bleed, there will be no white border around the edges. Pages will then be cut to the "trim size" listed below. No critical text or graphics should be located outside of the "safety zone" listed below.

Our physical program will be provided to all attendees at registration. A digital copy will also be available to all attendees.

Ad Layout:

- Vertical (height x width)

Ad Trim Size:

- 8.5" x 5.5"

Ad Bleed Size:

- 8.75" x 5.75"

Ad Safety Zone:

- 8.25" x 5.25"

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Quality:

- 300 dpi minimum
- 600 dpi preferred for best results

HALF-PAGE COLOR AD

We will be printing the program in full color with full bleed, so you will need to provide an ad to us that matches the "bleed size" listed below. If you are utilizing a color background since we are printing full bleed, there will be no white border around the edges. Pages will then be cut to the "trim size" listed below. No critical text or graphics should be located outside of the "safety zone" listed below.

Our physical program will be provided to all attendees at registration. A digital copy will also be available to all attendees.

Ad Layout:

- Horizontal (height x width)

Ad Trim Size:

- 4.25" x 5.5"

Ad Bleed Size:

- 4.375" x 5.75"

Ad Safety Zone:

- 4.125" x 5.25"

Quality:

- 300 dpi minimum
- 600 dpi preferred for best results

QUESTIONS

If you have any specific questions, don't hesitate to reach out to us via email:

marketing@texashauntersconvention.com

We look forward to working with you and seeing you at the convention!

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