TEXAS HAUNTERS CONVENTION
a Halloween & Costume Expo

MEDIA SPECIFICATIONS GUIDE FOR ADVERTISING AND SPONSORSHIP

DATE: 11/14/2026

OVERVIEW

This media specifications guide is designed to help you prepare your logos, images, or advertisements for use at the Texas Haunters Convention.

The following sections cover the requirements for each available type. 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 high-quality, press-ready or print-ready materials in one of the following formats, using the requirements in the appropriate sections below: PDF, PNG, JPG, TIFF, SVG, EPS, PSD, or AI.

For printed materials, CMYK color mode is preferred whenever supported by the file format. If submitting artwork in RGB, colors may appear different when converted for printing.

Raster images should have a resolution of at least 300 PPI (Pixels Per Inch) at their final printed size for high-quality printing. This requirement does not apply to vector files.

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 no later than the deadline listed below:

06/18/2027

DELIVERY

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

marketing@texashauntersconvention.com

If your files are too large to send by email, you may use a file-sharing service such as Dropbox or Google Drive. Please ensure that the shared files are accessible to us.

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

Each individual ad will 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.

No critical text or graphics should be located outside of the “safety zone” listed below. The safety zone represents the area inside the trim edge where all important text and graphics should remain to prevent them from being cut off during printing.

Badges will be provided with a lanyard.

Ad Layout:

- Horizontal (width x height)

Ad Trim Size:

- 4.00” x 2.75”

Ad Bleed Size:

- 4.25” x 3.00”

Ad Safety Zone:

- 3.75” x 2.50”

REGISTRATION SPONSORSHIP / MOVIE NIGHT SPONSORSHIP / EDUCATION AREA SPONSORSHIP / HAUNT TOUR SPONSORSHIP

We will use retractable banners for these sponsorships.

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

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

Please provide logos with a transparent background whenever possible.

Logo Layout:

- Horizontal (width x height)

Logo Maximum Size:

- 24.00" x 12.00"

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

We will use individual banners for these sponsorships.

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 installed near all four corners after printing. Please keep important text and graphics away from the corners to avoid interference with grommet placement.

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. Approval is subject to the banner meeting our display requirements and available space.

Banner Layout:

- Horizontal (width x height)

Banner Trim Size:

- 48.00" x 30.00"

Banner Bleed Size:

- 48.25” x 30.25”

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 your ad includes 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. The safety zone represents the area inside the trim edge where all important text and graphics should remain to prevent them from being cut off during printing.

We will provide a physical program to attendees at registration. A digital copy will also be available to all attendees.

Ad Layout:

- Vertical (width x height)

Ad Trim Size:

- 5.50” x 8.50”

Ad Bleed Size:

- 5.75” x 8.75”

Ad Safety Zone:

- 5.25” x 8.25”

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 your ad includes 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. The safety zone represents the area inside the trim edge where all important text and graphics should remain to prevent them from being cut off during printing.

We will provide a physical program to attendees at registration. A digital copy will also be available to all attendees.

Ad Layout:

- Horizontal (width x height)

Ad Trim Size:

- 5.50” x 4.25”

Ad Bleed Size:

- 5.75” x 4.50”

Ad Safety Zone:

- 5.25” x 4.00”

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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