



**TEXAS  
HAUNTERS  
CONVENTION**  
a Halloween & Costume Expo

**MEDIA SPECIFICATIONS  
GUIDE FOR ADVERTISING  
AND SPONSORSHIP**

## 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 are available at the link below:

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

## DEADLINE

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

**06/20/2023**

## DELIVERY

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

[marketing@texashauntersconvention.com](mailto:marketing@texashauntersconvention.com)

If the content is too large for email, consider using a free service such as Dropbox or other popular file-sharing services.

## SPECIFICATIONS

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

Images not meeting the supplied specifications may be altered slightly to allow for their usage.

Most image types can be utilized.

## 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 / CLASS AREA 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 a true vector graphic or SVG file of your logo this may provide you with the best resolution during printing. We can resize a true vector graphic to fit the needed space.

Logos may be provided with a transparent or color background.

Logo Layout:

- Horizontal (height x width)

Logo Max Size:

- 12.00" x 24.00"
- 900 pixels x 1800 pixels

STAGE SPONSORSHIP / COSTUME BALL SPONSORSHIP

We will be utilizing individual banners around 2.5' x 4' for these types of 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 placed in the far corners after printing.

If you wish to provide a preprinted banner for these types of sponsorships, please provide us with a photo and dimensions of the banner for 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"

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](mailto:marketing@texashauntersconvention.com)

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