

Please upload your materials by: **Nov 3**, to:
<http://directories.bnpmmedia.com>
Should you have questions please contact: Kristin Gaberdiel at gaberdielk@bnpmmedia.com or (248) 244-6422.

SPECIFICATIONS FOR ENHANCEMENT MATERIALS

LogoPlus Listing

4 Color Logo

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Size: (21/4" x 2") at least 675 pixels wide by 600 pixels deep
Color: RGB Mode
Format: Tif, PDF, EPS, JPG or Gif

Deluxe Listing

4 Color Logo

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Size: (21/4" x 2") at least 675 pixels wide by 600 pixels deep
Color: RGB Mode
Format: Tif, PDF, EPS, JPG or Gif

WebLink

Quantity: 1
URL: Company web address

Premium Listing

4-Color Logo

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Size: (21/4" x 2") at least 675 pixels wide by 600 pixels deep
Color: RGB Mode
Format: Tif, PDF, EPS, JPG or Gif

Photo Highlight (product shot)

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Size: (21/4" x 2") at least 675 pixels wide by 600 pixels deep
Color: RGB Mode
Format: Tif, PDF, EPS, JPG or Gif
Descriptive description for under photo in print up to 20 words.

WebLink

Quantity: 1
URL: Company web address

Spec Sheet

Quantity: 3
Resolution: Low Resolution PDF (preferred) or Word document
Recommended Size: 200K or less
Color: Color or Black & White accepted
Format: PDF or Word document

ADDITIONAL OPTIONS:

PHOTO HIGHLIGHT (PRODUCT SHOT)

Quantity: 1

Resolution: 300 dpi or better (600 optimal)

Size: (21/4" x 2") at least 675 pixels wide by 600 pixels deep

Color: RGB Mode

Format: Tif, PDF, EPS, JPG or Gif

Descriptive description for under photo in print up to 20 words.

SOCIAL MEDIA

Accepted platforms: you may have one for each platform all three included in price.

- Facebook
 - Linked In
 - Twitter
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MOBILE TAG

We will be contacting you for your mobile tag, should you wish to make your own we use only the Microsoft Mobile Tags at <http://gettag.mobi>

BANNER ADS (with premium listing only)

Quantity: 3

Resolution: 72 dpi

Size: 468 x 60 pixels

Recommended File Size: 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's

Color: 256 colors or less

Animation Within ad units: 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.

Format: JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

TILE AD (with premium listing only)

Quantity: 1

Resolution: 72 dpi

Size: 125 x 125 pixels

Recommended File Size: 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's

Color: 256 colors or less

Animation Within ad units: 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.

Format: JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

VIDEO (with premium listing only)

Quantity: 1

Video Sizes: 320 x 240 or 640 x 480 pixels

File Size: 20MB

Running Time: less than 5 minutes.

Formats: Windows streaming media (WMV), QuickTime , **Also Accepted:** embedded video links from your URL , we can link to your embedded video on a specific page of your website.

For further technical guidelines for online banner ads, tile ads or videos please visit:

http://portfolio.bnpmmedia.com/BNP/Home/Files/documents/BNPMEDIA_IntegratedMediaSpecs_012008.doc