



### **SPECIFICATIONS FOR ENHANCEMENT MATERIALS**

Please upload your materials by: **June 1**, to: <http://directories.bnpmmedia.com>

(Select POB GeoLocator from the drop down list)

Questions? Please contact Kelley at (248) 244-1608 or [Kelleyg@bnpmmedia.com](mailto:Kelleyg@bnpmmedia.com)

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#### **Mini Ad Listing**

##### **Mini Ad (4-Color)**

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

##### **Web Link**

- Quantity: 1
  - URL: Company web address
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#### **Deluxe Listing**

##### **4 Color Logo**

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

##### **Web Link**

- Quantity: 1
  - URL: Company web address
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#### **Deluxe Plus Listing**

##### **4 Color Logo**

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

##### **Mini Ad (4-Color)**

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

##### **Tile Ad (if selected)**

- 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)

#### **Web Link**

- Quantity: 1
  - URL: Company web address
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## **Premium Listing**

#### **4-Color Logo**

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

#### **Web Link**

- Quantity: 1
- URL: Company web address

#### **Line Cards or Company Brochures**

- 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

#### **Mini Ad (4 Color Ad)**

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

#### **Tile Ad**

- 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)

#### **Online Color Product Shots**

- Quantity: 3
- Resolution: 72 dpi
- Size: at least 675 pixels wide by 600 pixels deep (or 2 1/4" x 2")
- Color: RGB Mode
- Format: Tif, PDF, EPS, JPG or Gif
- Descriptive tile for under photo online. Please limit to 25 characters if possible.

#### **Social Media**

- One URL per platform up to three platforms accepted
  - Twitter
  - Facebook
  - Linked IN

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## **Platinum Listing The Above Premium listing specifications Plus**

**Video:** (video must be submitted as a digital file, fully edited and in finished version.)

- Quantity: 1
- Video Sizes: 320 x 240 pixels
- File Size: 20MB
- Running Time: less than 5 minutes.
- Formats: Windows streaming media (WMV), QuickTime, Flash Video (SWF), Flash Streaming (FLV)
- Also Accepted: embedded video links from your URL, we can link to your embedded video on a specific page of your website.

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### **Social Media**

Make new friends by linking your company's Facebook, Linked In and/or Twitter accounts to your listing online.

- One URL per platform up to three platforms accepted
  - Twitter
  - Facebook
  - Linked IN

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### **Mobile Tag**

Scan Now, Call Later! Add a mobile tag to your listing. Customers will simply scan the mobile tag and your companies contact info is automatically stored in your customers phone.

- Quantity: 1
- Give us a contact and we do the rest.

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### **TECHNICAL GUIDELINES:**

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

<http://portfolio.bnpmmedia.com>