



Buyers Guide Material Specifications

LOGOS:	B&W or 4-Color File Format – JPG, EPS or TIF File Size – 300 dpi or larger
PRODUCT PHOTOS/MINI ADS:	B&W or 4-Color File Format – JPG, EPS or TIF File Size – 300 dpi or larger Ad Size 2" Mini Ad – 1-1/2" wide x 2" high Ad Size 3" Mini Ad – 1-1/2" wide x 3" high Please note for premium package purchases if you are submitting product photos instead of mini ads, you may submit a 3-word photo title and link to a product specific page for each of the three product shots. For online only photos, specs are 200 pixels wide, JPG or GIF, 20k or less, 72 dpi.
SPEC SHEETS:	4-Color File Format – PDF File Size – Low Res at Max File Size of 200K A spec sheet is a single product informational document and may be a product brochure, catalog page, case study, or white paper.
VIDEO:	Size – 320 x 240 pixels, 640 x 480 pixels File Size – 20MB Running Time – Less than 2 minutes Formats – Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV) Video must be submitted as a digital file, fully edited and in the finished version
TILE AD:	Ad/File Size – 180 x 150 pixels, JPG or GIF (20k or less) or SWF (30k or less) Colors – 256 or less Resolution – 72 dpi File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)
BANNER:	Ad/File Size – 728 x 90 pixels, JPG or GIF (20k or less) or SWF (30k or less) Colors – 256 or less Resolution – 72 dpi File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file) Product Codes – 5 Product Code numbers selected from Product Listing Booklet

Submit all artwork and materials to <http://directories.bnpmmedia.com>

Questions? Contact Kristin Green at 248-244-6422 or at greenk@bnpmmedia.com