

# ASSEMBLY MAGAZINE

## BUYERS GUIDE SPECIFICATIONS

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**LOGOS:** 4-Color  
File Format – JPG, EPS or TIF  
File Size – 300 dpi or larger

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**PRODUCT PHOTOS:** 4-Color  
File Format – JPG or GIF, 72 dpi  
File Size – 200 pixels wide, 20k or less  
Please note: you may submit a 3-word photo title and link to a product specific page for each of the three product shots.

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**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.

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**REQUEST FOR PROPOSAL:** Web RFP Email Address  
Specify an email address to which you would like the RFP leads sent.

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**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 Streaming (FLV)  
Video must be submitted as a digital file, fully edited and in the finished version

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**TILE AD:** Ad/File Size – 125 x 125 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)

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**BANNER:** Ad/File Size – 468 x 60 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

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

Questions? Contact Ruth Anderson at 248-244-6460