

BUYERS GUIDE SPECIFICATIONS

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

(Select Assembly Buyers Guide from the drop down menu)

Questions: Contact Renee Schuett at 248-786-1661 or schuettr@bnpmmedia.com

ADVERTISER LISTING

INCLUDES:

- Boldface type (print & digital)
 - 50-word company description online
 - Hotlink to your website
 - Improved online positioning!
 - Unlimited Product Code Listings
-

LOGO LISTING

INCLUDES:

- Color Supplier logo
- 50-word company description online
- Up to 3 Product Code Listings

Color Logo

- **Quantity:** 1
 - **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (1" x 2¼") at least 675 pixels wide
 - **Color:** RGB Mode
 - **Format:** Tiff, PDF, EPS, JPG or Gif
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DELUXE LISTING

INCLUDES:

- Boldface type (print & digital)
- 50-word company description online
- Color Supplier logo
- Live web & email links
- Improved online positioning!
- Unlimited Product Code Listings

Color Logo

- **Quantity:** 1
 - **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (1" x 2¼") at least 675 pixels wide
 - **Color:** RGB Mode
 - **Format:** Tiff, PDF, EPS, JPG or Gif
-

PREMIUM LISTING

INCLUDES:

- Boldface type (print & digital)
- Color Supplier logo
- Live web & email links online
- 50-word company description online
- Unlimited Product Code Listings
- 3 Product Spec Sheets & 3 Product Photos in online listing
- Premium Ranking and Designation online
- Social Media Links (Facebook, Twitter, Instagram, YouTube and LinkedIn)

Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 2¼") at least 675 pixels wide
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS , JPG or Gif

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

Online Color Product Photos

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS, JPG or Gif
- **Text:** A descriptive Title, up to 30-word description for under the photo online

Social Media

- **Quantity:** 1 link per social media site
- **URL:** Company web address for Facebook, Twitter, Linked In, Instagram and/or You Tube pages

PREMIUM PLUS PACKAGE

INCLUDES:

- *Boldface type (print & digital)*
- *Color Supplier logo*
- *Hotlink to your website*
- *50-word company description online*
- *Unlimited Product Code Listings*
- *3 Product Spec Sheets & 3 Product Photos in online listing*
- *Premium Ranking and Designation online*
- *Social Media Links (Facebook, Twitter, Instagram, YouTube and LinkedIn)*
- *Choice of one of the following options (choose one)*
 - *a Product Specific Leaderboard Ad*
 - *Rectangle Ad that will appear on all Buyers Guide search pages*
 - *Video*

Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 2¼") at least 675 pixels wide
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS , JPG or Gif

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

Online Color Product Photos

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels

- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS, JPG or Gif
- **Text:** A descriptive Title, up to 30-word description for under the photo online

Social Media

- **Quantity:** 1 link per social media site

URL: Company web address for Facebook, Twitter, Linked In, Instagram and/or YouTube pages

Choice of one of the following options (choose one):

Leaderboard Ads (if selected)

- **Quantity:** 1 ad under 1 product codes
- **Size:** 728 x 90 pixels, JPG or GIF (20k or less) or SWF (30k or less) **AND** + 320 x 50* pixels mobile responsive
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags
- **Product Codes:** 1 Product Code number selected from Product Category List
- ** THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted. Gif animation duration should be 15 sec.*

Rectangle Ad (if selected)

- **Quantity:** 1
- **Size:** 300 x 250 pixels*
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags** Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts.)
- **Color:** 256 colors or less

Video (if selected)

- **Quantity:** 1
- **Video Sizes:** up to 1920 x 1080 pixels
- **File Size:** Under 2gb
- **Running Time:** less than 5 minutes.
- **Formats:** .mp4, .mov, .wmv, .flv, .mpg, .avi
- **Text:** Title and 30-word description
- **Also Accepted:** embedded video links from your URL; we can link to your embedded video on a specific page of your website.

ADDITIONAL OPTIONS

SOCIAL MEDIA

Social Media

- **Quantity:** 1 link per social media site
 - **URL:** Company web address for Facebook, Twitter, Linked In, Instagram and/or YouTube pages
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PRODUCT LOGO

Color Logo

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

VIDEO

Video

- **Quantity:** 1
- **Video Sizes:** up to 1920 x 1080 pixels
- **File Size:** Under 2gb
- **Running Time:** less than 5 minutes.
- **Formats:** .mp4, .mov, .wmv, .flv, .mpg, .avi
- **Text:** Title and 30-word description
- **Also Accepted:** embedded video links from your URL; we can link to your embedded video on a specific page of your website.

LEADERBOARD ADS

Leaderboard Ads

- **Quantity:** 1 ad under 1 product codes
- **Size:** 728 x 90 pixels, JPG or GIF (20k or less) or SWF (30k or less) **AND** + 320 x 50* pixels mobile responsive
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags
- **Product Codes:** 1 Product Code number selected from Product Category List
- ** THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted. Gif animation duration should be 15 sec.*

RECTANGLE AD

Rectangle Ad

- **Quantity:** 1
- **Size:** 300 x 250 pixels*
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags** Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts.)
- **Color:** 256 colors or less