



BUYERS GUIDE ARTWORK SPECIFICATIONS

Please upload your materials to: <http://directories.bnpmmedia.com>
(select Dairy Foods Buyers Guide from drop down menu)

Questions? Contact Jennifer Tan at (248) 244-1736 or tanj@bnpmmedia.com

4-Color Logo

- **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** at least 675 pixels wide
 - **Color:** RGB Mode
 - **Format:** tif, pdf, eps or jpg
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Photos

- **Format:** jpg, eps or tif
 - **Resolution:** 72 dpi or larger
 - **Size:** 900 pixels wide x 550 pixels tall
 - **Text:** Title and 30-word description for each photo
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Product Brochure (PDF)

- **Format:** Low Resolution PDF or Word document
 - **Text:** Title and 30-word description for each PDF
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Video

- **Video Sizes:** up to 1920 pixels wide x 1080 pixels tall
 - **File Size:** Under 2GB
 - **Running Time:** less than 5 minutes.
 - **Formats:** .mp4, .mov, .wmv, .flv, .mpg, .avi
 - **Text:** Title and 30-word description of video
 - **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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Medium Rectangle Ad

- **Resolution:** 72 dpi
 - **Size:** 300 x 250 pixels, 200KB or less
 - **File Format:** jpg or gif (static or animated)
 - **Border:** Ads with a white or light colored background must have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad
 - **URL:** May also provide a url to which the ad will link
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Leaderboard Ad (TWO SIZES NEEDED)

- **Size:** 728 x 90 pixels, jpg or gif (200KB) **AND** 320 x 50* pixels mobile responsive (50KB)
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg or gif (static or animated)
- **Category:** Code number selected from Category List

* APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted.
Gif animation duration should be 15 sec.
