



BUYERS GUIDE SPECIFICATIONS

LOGOS:	4-Color File Format – JPG, EPS or TIF File Size – 300 dpi or larger
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ONLINE PRODUCT PHOTOS:	4-Color File Format – JPG or GIF, 72 dpi File Size – 200 pixels wide, 20k or less 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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PRINT BOX ADS:	B&W or 4-Color File Format – JPG, EPS or TIF File Size – 300 dpi or larger Ad Size 1" Mini Ad – 1-1/2" wide x 1" high Additional inches can be purchased for the Box Ad. If artwork is not supplied, we will create the Box Ad using the Company Name, Division, Phone, Fax, Email and Website Address.
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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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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 – Product Code number selected from Product Listing Booklet
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Submit all artwork and materials to <http://directories.bnpmmedia.com>

Questions? Contact Ruth Anderson at 248-244-6460