



2010 Buyers Guide

SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **June 30, 2010** to: <http://directories.bnpmmedia.com>
(Select SNIPS Buyers Guide)

Questions? Please contact Linda Stoll at (248) 244-6468 or StollL@bnpmmedia.com

Logo Listing

4 Color Logo

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

Deluxe Listing

4 Color Logo

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

Web Link

- **Quantity:** 1
 - **URL:** Company web address
-

Mini Ad or Product Shot (print)

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

Premium Listing

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS , JPG or Gif

Web Link

- **Quantity:** 1
- **URL:** Company web address

Spec Sheet

- **Quantity:** 1
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

Color Product Shot (Print and online)

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** at least 675 pixels wide by 600 pixels deep (or 2/14" x 2")
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

Premium Plus Listing

The Above Premium listing specifications Plus your choice of any of the following options with purchase:

Banner Ads (if selected)

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 468 x 60 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
- **Color:** 256 colors or less
- **Animation Within ad units:** 30 seconds maximum without being re-initiated by the user.
15 seconds maximum for total animation.
- **Format:** JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

Tile Ad (if selected)

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** 125 x 125 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
- **Color:** 256 colors or less
- **Animation Within ad units:** 30 seconds maximum without being re-initiated by the user.
15 seconds maximum for total animation.
- **Format:** JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

Video (if selected)

- **Quantity:** 1
- **Video Sizes:** 320 x 240 or 640 x 480 pixels
- **File Size:** 20MB
- **Running Time:** less than 5 minutes.
- **Formats:** Windows streaming media (WMV), QuickTime, Flash Video (SWF), Flash Streaming (FLV)
- **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.

TECHNICAL GUIDELINES:

*All ads should be coded so that click-thrus launch a new browser window using target="_blank".

*3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.

*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

*SWF-FLASH SPECIFICATIONS:

-Must be published for Flash 8 plugin or lower.

-Must have a clicktag encoded:

```
on (release)
{
  getURL(clickTAG,"_blank");
}
```

-A default gif or jpg must be submitted for visitors without Flash or JavaScript

-Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.

-Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.

-Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

For further technical guidelines for online banner ads, tile ads or videos please visit:

http://portfolio.bnpmmedia.com/BNP/Home/Files/documents/BNPMEDIA_IntegratedMediaSpecs012008.doc