



2011 BUYERS GUIDE SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **June 29** to: <http://directories.bnpmmedia.com>
(Select **SNIPS Buyers Guide** from the drop down menu)

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
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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
-

Social Media

- **Quantity:** up to 3 (1 link per platform) Facebook, Twitter or Linked In. Please provide the links to any and all platforms you subscribe to.
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Premium 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

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.

Social Media

- **Quantity:** 3 (1 link per platform) Facebook, Twitter or Linked In please provide the links to any and all platforms you subscribe to. Media.
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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)

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 and (static or animated)

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,
- **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.