



BUYERS GUIDE ARTWORK SPECIFICATIONS

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

Questions? Contact Pat Wilking at (248) 244-6255 or wilkingp@bnpmmedia.com

4 Color Logo

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

- **Quantity:** 3 included with Premium listings
 - **Format:** jpg, eps or tif
 - **Resolution:** 72 dpi or larger
 - **Size:** 900 x 550 pixels
 - **Text:** Title and 30-word description of each photo
 - **Format:** tif, eps, pdf or jpg
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Product Brochure (PDF)

- **Quantity:** 3 included with Premium listings
 - **Format:** Low Resolution PDF or Word document
 - **Text:** Title and 30-word description of each PDF
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Leaderboard Ad

- **Size:** 728 x 90 pixels **AND** 320 x 50* pixels mobile responsive
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg or gif (static or animated), HTML5, Third Party Ad Tags
- **Product Codes:** 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.

Video

- **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
 - **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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Additional Options

Social Media: Facebook, Twitter, LinkedIn, YouTube, Instagram

5 Sales Office/Rep Listings

Includes company name, contact, city, state, zip, phone, fax number and email address.

Product Logo

- **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** at least 675 pixels wide
 - **Color:** RGB Mode
 - **Format:** tif, eps, pdf or jpg
 - **Product Code:** Product Code number selected from Product Category List
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