

PACKAGING STRATEGIES

Material Spec Sheet

Please upload your materials to: <http://directories.bnpmmedia.com>
(Select *Packaging Strategies* Resource Guide from drop down)
Questions? Contact Nicole Serling at (248) 786-1238 or serlingn@bnpmmedia.com

Print Logo:

Deluxe, Premium, Premium Plus and Platinum Packages

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or larger (600 optimal)

Size: 3 inches wide (minimum)

Print Mini Ad:

Deluxe, Premium, Premium Plus and Platinum Packages

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or better (600 optimal)

Size: The Deluxe Package is 1 ½ inches wide x 1 inch high (at least 675 pixels wide) and the other packages are 1 ½ inches wide x 2 inch high (at least 675 pixels wide)

Product Code: Product Code number selected from the Product List

Note: For the online listing, include a title and 30-word description with custom URL for each

Online Profile Page:

About Us:

Enhanced, Premium, Premium Plus and Platinum Packages

50-word company description

Social Media Links:

Enhanced, Premium, Premium Plus and Platinum Packages

Facebook, Twitter, LinkedIn, YouTube, Instagram

Color Logo:

Deluxe, Premium, Premium Plus and Platinum Packages

Size: 200 pixels wide

Format: gif, eps, jpg

Resolution: 72 dpi

Product Photos:

Premium, Premium Plus and Platinum Packages

Size: 300 pixels wide

Text: Title and 50 word product description

Your choice to link photo to custom URL

Documents:

Premium, Premium Plus and Platinum Packages

No larger than 5 MB; pdf format

Video: **Premium Plus and Platinum Packages**
Video Size: Up to 1920 x 1080 pixels
File Size: Under 2GB
Format: mp4, mov, wmv, flv, mpg, avi

Product Highlights: **Platinum Package**
Size: 200 pixels wide
Format: gif, eps, jpg
Resolution: 72 dpi
Text: Title and 50 word product description
Appears on Profile Page

Product Leaderboard: **Premium, Premium Plus and Platinum Packages**
728 x 90 pixels, JPG or GIF (200k or less) **AND** 320 x 50* pixels mobile responsive
Colors: 256 or less
Resolution: 72 dpi
Format: jpg, gif (static or animated), HTML5, Third Party Ad Tags
Must select Product Code 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.*

Homepage Carousel: **Platinum Package**
Size: 575 x 380 pixels
Format: jpg, gif, eps
Resolution: 72 dpi
Header Text: 30 characters or less
Description: 50 words (appears when hover over ad)