

THE INDISPENSABLE TOOL FOR CONVERTERS & PRINTERS OF FLEXIBLE PACKAGING

# FLEXIBLE<sup>®</sup>

## PACKAGING

### Material Spec Sheet

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Please upload your materials to: <http://directories.bnpmmedia.com>

(Select *Flexible Packaging* Buyers Guide from drop down)

Questions? Contact Nicole Serling at (248) 786-1238 or [serling@bnpmmedia.com](mailto:serling@bnpmmedia.com)

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**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.

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)