

2020 - 2021 SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **June 1, 2020** to: <http://directories.bnpmmedia.com>
(Select Walls & Ceilings Buyers Guide in the drop down)

Questions? Please contact Nicole Serling at (248) 786-1238 or serlingn@bnpmmedia.com

Color Logo

- Resolution: 300 dpi or better (600 optimal)
- Size: (1" x 2.25") at least 675 pixels wide
- Color: RGB Mode
- Format: tif, eps or jpg

Print Product Shots

- Quantity: 3
- Resolution: 300 dpi or better (600 optimal)
- Size: 2" x 2"
- Format: tif, pdf, eps, jpg
- Designation: 1 Product Category selected per product shot

Online Product Shots

- Quantity: 3
- Resolution: 72 dpi
- Size: 900 x 550 pixels
- Format: gif, jpg
- Text: Title and 30-word description

Print Mini Ad (Exclusive for Distributors ONLY)

- Resolution: 300 dpi or better (600 optimal)
- Size: * x 1 ½" at least 675 pixels wide
- Format: tif, pdf, eps, jpg
- **Height is equal to number of inches purchased*

Online Spec Sheets

- Quantity: 3
- Resolution: Low resolution pdf
- Format: PDF or word doc
- Text: Title and 30-word description for each

Video

- Video Size: 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.
- Text: Title and 30-word description

Leaderboard Ad

- Resolution: 72 dpi
- Size: 728 x 90 pixels (200KB) AND 320 x 50*(50KB) pixels mobile responsive
- File Format: jpg, png, gif (static or animated), HTML5, Third Party Ad Tags.
- Designation: 1 Product Category selected per ad

THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted. Gif animation duration should be 15 sec.

Medium Rectangle Ad

- Resolution: 72 dpi
- Size: 300 x 250 pixels (200KB)
- File Format: jpg, png, gif (static or animated), HTML5, Third Party Ad Tags.
- Borders: Ads featuring a white or light colored background are required to have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad in order to separate it from page content.