



**SPECIFICATIONS FOR ORANGE BOOK ENHANCEMENT MATERIALS**  
Please upload your materials by: **October 1** to ensure inclusion for print, to:  
<http://directories.bnpmmedia.com>

(Select "SitePrep Buyers Guide" from the drop down menu)

Should you have questions please contact: Kelley (248) 786-1608 or  
[kelle yg@bnpmmedia.com](mailto:kelle yg@bnpmmedia.com)

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## Deluxe Listing

### 4 Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

### Mini Ad for Print

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

### WebLink

- **Quantity:** 1
- **URL:** Company web address

### Social Media

- **Quantity:** 1 link per social media site
  - **URL:** Company web address for Facebook, Twitter and/or linked in pages
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## Premium Listing

### 4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS , JPG or Gif

### Mini Ad for Print

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

### WebLink

- **Quantity:** 1
- **URL:** Company web address

### Spec Sheet

- **Quantity:** 3
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less

- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

### **Online Color Product Photo**

- **Quantity:** 3
- **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:** 1 link per social media site
  - **URL:** Company web address for Facebook, Twitter and/or linked in pages
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## **Platinum 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

### **Mini Ad for Print**

- **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

### **WebLink**

- **Quantity:** 1
- **URL:** Company web address

### **Spec Sheet**

- **Quantity:** 3
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

### **Online Color Product Photo**

- **Quantity:** 3
- **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:** 1 link per social media site
- **URL:** Company web address for Facebook, Twitter and/or linked in pages

### **Plus Your choice of one of the following options:**

### **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) and SWF\*(Adobe Flash, must include .FLA file)

#### **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 (static or animated) and SWF\*(Adobe Flash, must include .FLA file)

#### **Video (if selected)**

- **Quantity:** 1
- **Video Sizes:** 320 x 240 or 640 x 480 pixels
- **File Size:** 20MB
- **Running Time:** less than 2 minutes.
- **Formats:** Windows streaming media (WMV), QuickTime

#### **TECHNICAL GUIDELINES:**

For further technical guidelines for online banner ads, tile ads or videos please visit:  
<http://portfolio.bnppmedia.com>

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### **Additional Options**

#### **Social Media**

- Accepted platforms:** you may have one for each platform all three included in price.
- Facebook
  - Linked In
  - Twitter

#### **Mobile Tag - vCard**

We will contact you for specific information for this V-Card; you may also send your own as long as it is a Microsoft Mobile Tag.

#### **Video Mobile Tag**

- Videos must be: .mov or .mp4 format, sized to 1280 x 720 HD
- If you have a video on your site give us the link and we will make the video mobile tag for you. You may also send your own as long as it is a Microsoft Mobile Tag.