



## Selection Guide Specifications

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| <b>LOGOS:</b>                | <b>4-Color</b><br><b>File Format – JPG, EPS or TIF</b><br><b>File Size – 300 dpi or larger</b>   |
| <b>PRODUCT PHOTOS:</b>       | <b>4-Color</b><br><b>File Format – JPG or GIF, 72 dpi</b><br><b>File Size – 200 pixels wide, 20k or less</b><br><br>Please note: you may submit a 3-word photo title and link to a product specific page for each of the three product shots.  |
| <b>SPEC SHEETS:</b>          | <b>4-Color</b><br><b>File Format – PDF</b><br><b>File Size – Low Res at Max File Size of 200K</b><br><br>A spec sheet is a single product informational document and may be a product brochure, catalog page, case study, or white paper.  |
| <b>REQUEST FOR PROPOSAL:</b> | <b>Web RFP Email Address</b><br><br>Specify an email address to which you would like the RFP leads sent.   |
| <b>VIDEO:</b>                | <b>Size – 320 x 240 pixels, 640 x 480 pixels</b><br><b>File Size – 20MB</b><br><b>Running Time – Less than 2 minutes</b><br><b>Formats – Windows Streaming Media (WMV), Quicktime, Flash Streaming (FLV)</b><br><br>Video must be submitted as a digital file, fully edited and in the finished version  |
| <b>TILE AD:</b>              | <b>Ad/File Size – 125 x 125 pixels, JPG or GIF (20k or less) or SWF (30k or less)</b><br><b>Colors – 256 or less</b><br><b>Resolution – 72 dpi</b><br><b>File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)</b>   |
| <b>BANNER:</b>               | <b>Ad/File Size – 468 x 60 pixels, JPG or GIF (20k or less) or SWF (30k or less)</b><br><b>Colors – 256 or less</b><br><b>Resolution – 72 dpi</b><br><b>File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)</b><br><b>Product Codes – 3 Product Code numbers selected from Product Listing Booklet</b> |

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Submit all artwork and materials to <http://directories.bnpmmedia.com>  
Questions? Contact Ruth Anderson at 248-244-6460 or [andersonr@bnpmmedia.com](mailto:andersonr@bnpmmedia.com)