

# Quality

M A G A Z I N E

## Selection Guide Specifications

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<b>LOGOS:</b>	<b>4-Color</b> <b>File Format – JPG, EPS or TIF</b> <b>File Size – 300 dpi or larger</b>
<b>PRODUCT PHOTOS:</b>	<b>4-Color</b> <b>File Format – JPG or GIF, 72 dpi</b> <b>File Size – 200 pixels wide, 20k or less</b>  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> <b>File Format – PDF</b> <b>File Size – Low Res at Max File Size of 200K</b>  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>  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> <b>File Size – 20MB</b> <b>Running Time – Less than 2 minutes</b> <b>Formats – Windows Streaming Media (WMV), Quicktime, Flash Streaming (FLV)</b>  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> <b>Colors – 256 or less</b> <b>Resolution – 72 dpi</b> <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> <b>Colors – 256 or less</b> <b>Resolution – 72 dpi</b> <b>File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)</b> <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)