

Mission CRITICAL

BUYERS GUIDE MATERIAL SPECIFICATIONS

Please email your files to Linda Stoll: stoll@bnpmedia.com

For larger files, please upload here: <https://www.dropbox.com/request/7XtTazBMx20WIXgdtYuI>

Questions? Contact Stacey Hurley at (248) 786-1662 or hurleys@bnpmedia.com

4 Color Logo

- **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** at least 675 pixels wide (minimum 3" wide preferred)
 - **Color:** RGB Mode
 - **Format:** tif, eps, pdf or jpg
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Photos

- **Quantity:** 3 included with Premium Listing
 - **Format:** jpg, eps or tif
 - **Resolution:** 72 dpi or larger
 - **Size:** 900 x 550 pixels
 - **Text:** Title and 30-word description of each photo
 - **URL (optional):** provide a URL to link each photo to a specific webpage
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Brochures (PDF)

- **Quantity:** 3 included with Premium Listing
 - **Format:** Low Resolution PDF or Word document
 - **Text:** Title and 30-word description of each PDF
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Video

- **Quantity:** 1 included with Premium Listing
 - **Video Sizes:** 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 link from URL (example: YouTube)
 - **Text:** Provide a Title for your video
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Leaderboard Ad (TWO SIZES NEEDED)

- **Size:** 728 x 90 pixels, jpg or gif (200KB or less) **AND** 320 x 50 pixels mobile responsive* (50KB or less)
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg or gif (static or animated)
- **Border:** Ads with a white or light colored background must have a 1 pixel grey border (#CCCCCC) around the ad perimeter
- **Product Designation:** 1 Product Code number selected from Product Category List for each purchased ad.

Premium Listings include 3 categories for placement of one leaderboard ad.

* 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 or less
 - **File Format:** jpg or gif (static or animated)
 - **Border:** Ads with a white or light colored background must have a 1 pixel grey border (#CCCCCC) around the ad perimeter
 - **URL:** Your rectangle ad will be linked to your website unless a different URL is specified for the ad
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