



Submit artwork and materials to <http://directories.bnpmmedia.com>
(Select PL Buyer Sourcebook)

Directory Enhancements & Specifications

- **Supplier Logo (Print)**
 - **Resolution:** 300 dpi minimum
 - **File Format:** TIF, EPS, PDF, JPG
 - **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Traffic Stopper (Print)**
 - *In-column ad that appears under your chosen product category. Height is equal to number of inches purchased.*
 - **Ad / File Size:** 1.5" W x 2" H
 - **Resolution:** 300 dpi
 - **File Format:** TIF, EPS, PDF, JPG
- **50-100 Word Description (Online)**
 - *Brief description of your company that will be posted on our web site.*
- **Social Media Icons (Online)**
 - *Url to each specific page for your company. Only one url allowed per social media platform (Facebook, Twitter, LinkedIn)*
- **Product Photos (Online)**
 - *Add up to 3 Product Photos to appear in your details page.*
 - **Ad / File Size:** 200 x 200 pixels, JPG or GIF (20k or less) or SWF (30k or less)
 - **Colors:** 256 or less
 - **Resolution:** 72 dpi
 - **File Format:** JPG or GIF
 - **Additional Info:** May include 15 character photo title and URL for each photo

- **Spec Sheets (Online)**

- *PDF file that describes or gives specifications of your product. Up to 3 Spec Sheets to appear in your details page.*
- **Ad / File Size:** low-res .PDF (preference 1 MB or less)
- **Colors:** May be any colors
- **File Format:** PDF
- **Additional Info:** May include 15 character title

- **Logo Tile Ad (Online)**

- *Logo Tile Ad appears on the buyers guide home page and all buyers guide results pages. Logo Tile Ad sample below appears in third column.*
- **Ad / File Size:** 120 x 60 pixels, JPG or GIF (20k or less) or SWF (30k or less)
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)
- **NOTE:** Logo for your company details page may be up to 200 x 200 pixels, all other specs apply

- **Request for Proposal (Online)**

- *Add your company to our online RFP and receive LEADS! Your products get maximum exposure and now RFP gives you the opportunity for direct contact with potential customers.*
- Specify an email address to which you would like the RFP leads sent.

- **Banner (Online)**

- *Product specific banner ads appear online every time those products are accessed.*
- **Ad / File Size:** 468 x 60 pixels, JPG or GIF (20k or less) or SWF (30k or less)
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)
- **Product Codes:** 3 Product Code numbers selected from Product Listing Booklet

Please Note:

*All ads should be coded so that click-thrus launch a new browser window using target="_blank".

*3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.

*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

*SWF-FLASH SPECIFICATIONS:

-Must be published for Flash 8 plugin or lower.

-Must have a clicktag encoded:
on (release)

```
{  
getURL(clickTAG,"_blank");  
}
```

-A default gif or jpg must be submitted for visitors without Flash or JavaScript

-Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.

-Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.

-Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

- **Video (Online)**

- *Add your video to your online listing. A video symbol will appear on your company detail page with a link to the video.*
- **Ad / File Size:** 320 x 240 pixels, 640 x 480 pixels (20MB or less)
- **Running Time:** Less than 2 minutes
- **Formats:** Windows Streaming Media (WMV), QuickTime, Flash Video (SWF), Flash Streaming (FLV)
- **Note:** Video must be submitted as a digital file, fully edited and in the finished version

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