



## BUYERS GUIDE ARTWORK SPECIFICATIONS

Please email your files to Linda Stoll: [stoll@bnpmedia.com](mailto:stoll@bnpmedia.com)

For larger files, please upload here: <https://www.dropbox.com/request/7XtTazBMx20WIXqdyul>

Questions? Contact Renee Schuett at (248) 786-1661 or [schuett@bnpmedia.com](mailto:schuett@bnpmedia.com)

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### 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.

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### 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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