

WALLS & CEILINGS

2011 Industry Blue Book

SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **June 1, 2011** to: <http://directories.bnpmmedia.com>
(Select Walls & Ceilings Buyers Guide in the drop down)

Questions? Please contact Linda Zdun at (248) 244-6489 or zdunL@bnpmmedia.com

Logo Plus Listing

B&W or 4 Color Logo (whatever was purchased)

- **Quantity:** 1
 - **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
 - **Color:** RGB Mode
 - **Format:** Tif, PDF, EPS, JPG or Gif
-

Deluxe Listing

BW or 4 Color Logo (whatever was purchased)

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Web Link

- **Quantity:** 1
 - **URL:** Company web address
-

Premium Listing

(Manufactures Section Only)

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Web Link

- **Quantity:** 1
- **URL:** Company web address

Spec Sheet

- **Quantity:** 3
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

4-Color Product Shots (online and in print under specific product category selected)

- **Quantity:** 1
- **Resolution:** 300 dpi
- **Size:** at least 675 pixels wide by 600 pixels deep (or 2 1/4" x 2")
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

Social Media URL

- **Quantity:** 1 per Platform Facebook, Twitter or Linked In.

Product Shots **(Manufactures Section Only)**

4-Color Product Shots (online and in print under specific product category selected)

- **Quantity:** 1
- **Resolution:** 300 dpi
- **Size:** at least 675 pixels wide by 600 pixels deep (or 2/14" x 2")
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Descriptive tile for under photo online. Please limit to 25 characters if possible.

Premium Listing **(Distributors Section Only)**

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS , JPG or Gif

Web Link

- **Quantity:** 1
- **URL:** Company web address

Line Card or Brochure (online only)

- **Quantity:** 1
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

4 Color 1" Mini Ad (In print only with headquarters listing - Distrutors section only)

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Social Media URL

- **Quantity:** 1 per Platform Facebook, Twitter or Linked In.
-

Mini Ads **(Distributors Section Only)**

4 Color 1" Mini Ad (In print only with headquarters listing - Distrutors section only)

- **Quantity:** 1
 - **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
 - **Color:** RGB Mode
 - **Format:** Tif, PDF, EPS, JPG or Gif
-

Social Media URLs

Quantity: 1 URL per Platform:

- Facebook
- Twitter
- Linked In

Premium Plus Listing (Manufacturers Section only)

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Web Link

- **Quantity:** 1
- **URL:** Company web address

Spec Sheet

- **Quantity:** 3
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

Online 4-Color Product Shots (online and in print)

- **Quantity:** 1
- **Resolution:** 300 dpi
- **Size:** at least 675 pixels wide by 600 pixels deep (or 2 1/4" x 2")
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Descriptive tile for under photo online. Please limit to 25 characters if possible.

Social Media URL

Quantity: **1 per Platform Facebook, Twitter or Linked In**

The Above Premium listing specifications Plus your choice of any of the following options with purchase:

Banner Ads (if selected)

- **Quantity:** 5
- **Resolution:** 72 dpi
- **Size:** 468 x 60 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
- **Color:** 256 colors or less
- **Animation Within ad units:** 30 seconds maximum without being re-initiated by the user.
15 seconds maximum for total animation.
- **Format:** JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

Tile Ad (if selected)

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** 125 x 125 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
- **Color:** 256 colors or less
- **Animation Within ad units:** 30 seconds maximum without being re-initiated by the user.
15 seconds maximum for total animation.
- **Format:** JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

Video (if selected)

- **Quantity:** 1
- **Video Sizes:** 320 x 240 or 640 x 480 pixels
- **File Size:** 20MB
- **Running Time:** less than 5 minutes.
- **Formats:** Windows streaming media (WMV)
- **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.

TECHNICAL GUIDELINES:

*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.

For further technical guidelines for online banner ads, tile ads or videos please visit:

http://portfolio.bnpmmedia.com/BNP/Home/Files/documents/BNPMEDIA_IntegratedMediaSpecs012008.doc