



RED BOOK MATERIAL SPECIFICATIONS

Please upload your materials by: **October 24** to: <http://directories.bnpmmedia.com>

(Select **Restoration & Remediation Red Book** in the drop down)

Questions? Please contact Kelley at (248) 786-1608 or KelleyG@bnpmmedia.com

Logo listing

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: 4 Color (RGB Mode if color upgrade purchased)

Format: Tif, PDF, EPS or JPG

Linked Listing

HotLink

Quantity: 1

Company web address and Company email address

Deluxe Listing

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: 4-Color (RGB Mode if color upgrade purchased)

Format: Tif, PDF, EPS or JPG

WebLink

Quantity: 1

Company web address

Company email address

Premium Listing

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 or JPG

WebLink

Quantity: 1

Company web address

Company email address

Spec sheets (for online listing)

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

Product Photos (for online listing)

Quantity: 3

Resolution: 72 dpi or better

Size: (2-1/4" x 2") at least 675 pixels wide by 600 pixels deep

Color: RGB Mode

Format: Tif, PDF, EPS or JPG

Additional Options

Social Media

Accepted platforms: you may have one for each platform all three included in price.

- Facebook
- Linked In
- Twitter

2" Mini Ad

Resolution: 300 dpi or better (600 optimal)

Size: (2" x 2") at least 675 pixels wide by 600 pixels deep

Color: 4-Color (RGB Mode if color upgrade purchased)

Format: Tif, PDF, EPS or JPG

4" Mini

Resolution: 300 dpi or better (600 optimal)

Size: (4" x 4") at least 675 pixels wide by 600 pixels deep

Color: 4-Color (RGB Mode if color upgrade purchased)

Format: Tif, PDF, EPS or JPG

Product Banner Ad

Quantity: 1

Resolution: 72 dpi

Size: 468 x 60 pixels

Recommended File Size: 40k (40,000 bytes) or less initial download – JPG or GIF

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 or GIF (static or animated)

OnlineTile Ad

Quantity: 1

Resolution: 72 dpi

Size: 125 x 125 pixels

Recommended File Size: 40k (40,000 bytes) or less initial download – JPG or GIF

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)

Video

Quantity: 1

Video Sizes: 320 x 240 or 640 x 480 pixels

File Size: 20MB

Running Time: less than 2 minutes.

Formats: Windows streaming media (WMV), QuickTime

TECHNICAL GUIDELINES:

For further technical guidelines for online banner ads, tile ads or videos please visit: <http://portfolio.bnpmmedia.com>