



**2010 Restoration & Remediation  
MATERIAL SPECIFICATIONS  
FOR BUYERS GUIDE MATERIALS**  
Please upload your materials by Nov 2, 2009  
to: <http://directories.bnpmmedia.com>

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**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

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**Linked Listing**

**HotLink**

**Quantity:** 1  
Company web address  
Company email address

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**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

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**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

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**Additional Options**

**Product Logos**

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

## Banner Ads

**Quantity:** 1

**Resolution:** 72 dpi

**Size:** 468 x 60 pixels

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

**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

**Quantity:** 1

**Resolution:** 72 dpi

**Size:** 125 x 125 pixels

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

**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

**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, Flash Video (SWF), Flash Streaming (FLV)

## Mini Ad 2" Color

**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

## Mini Ad 4" Color

**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