



2009 GOLD BOOK SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by **October 16, 2009** to: <http://directories.bnpmmedia.com>
(Select TILE Gold Book)

Should you have questions please contact Dawn Weber at (248) 786-1661 or
weberd@bnpmmedia.com

Logo Plus 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, JPG or Gif

Web Link

- **Quantity:** 1
 - **URL:** Company web 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:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Mini Ad for Print

- **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

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

Mini Ad for Print

- **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 Color Product Photo

- **Quantity:** 3
- **Resolution:** 72 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.

Premium Plus Package

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, EPS, JPG

Web Link

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

Product Shot (print and online)

- **Quantity:** 3 (one product shot per CSI code)
- **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, EPS, JPG

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

RFP

- Manufacturer Section Only
- Specify an email address to which you would like the RFP leads sent.

Plus Your choice of one of the following options:

Banner Ads (if selected)

- **Quantity:** 3
- **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 (if selected)

- **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 (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), QuickTime, Flash Video (SWF), Flash Streaming (FLV)
- **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.

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

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