



**2012 Gold Book
SPECIFICATIONS FOR
ENHANCEMENT MATERIALS**

Please upload your materials by: **October 17** to: <http://directories.bnpmmedia.com>
(Select Tile Gold Book from the pull down menu)

Questions? Please contact Kristin Green at (248) 244-6422 or GreenK@bnpmmedia.com

Logo Listing

4 - color logo

- Quantity: 1
- Resolution: 300 dpi or better (600 optimal)
- size: 2.25" x 2" - at least 675 pixels wide by 600 pixels deep
- color: RGB mode
- Format: Tiff, PDF, EPS or JPG

Deluxe Listing

4 - color logo

- Quantity: 1
- Resolution: 300 dpi or better (600 optimal)
- size: 2.25" x 2" - at least 675 pixels wide by 600 pixels deep
- color: RGB mode
- Format: Tiff, PDF, EPS or JPG

Online Product Shot or Mini ad

- Quantity: 1
- Resolution: 72 dpi
- Size: at least 675 pixels wide by 600 pixels deep (or 2.25" x 2")
- Color: RGB Mode
- Format: Tif, PDF, EPS or JPG

Social Media

Make new friends by linking your company's Facebook, Linked In and/or Twitter accounts to your listing online.

Social Media

- One URL per platform, up to three platforms accepted
 - Twitter
 - Facebook
 - Linked IN

Premium Listing

4 - color logo and or Photo

- Quantity: 1
- Resolution: 300 dpi or better (600 optimal)
- size: 2.25" x 2" - at least 675 pixels wide by 600 pixels deep
- color: RGB mode
- Format: Tiff, PDF, EPS or 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

Online Product Shot or Mini ad

- Quantity: 1
- Resolution: 72 dpi
- Size: at least 675 pixels wide by 600 pixels deep (or 2.25" x 2")
- Color: RGB Mode
- Format: Tif, PDF, EPS or JPG

Social Media

- One URL per platform up to three platforms accepted
 - Twitter
 - Facebook
 - Linked IN