

PROCESS COOLING

Buyers Guide ARTWORK SPECIFICATIONS

Please upload your materials by <http://directories.bnpmmedia.com>

(Select Process Cooling Buyers Guide from drop down)

Questions? Contact Nicole Serling at (248) 786-1238 or Serlingn@bnpmmedia.com

4-Color Print Logo/Product Logo

- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 2¼") at least 675 pixels wide
- **Format:** eps, jpg, tif

Product Photo

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels
- **Format:** gif, jpg
- **Text:** Title and 30-word description with custom URL for each

PDF Brochure

- **Quantity:** 3
- **Resolution:** Low Resolution pdf
- **Format:** pdf or Word document
- **Text:** Title and 30-word description for each

Video

- **Video Sizes:** up to 1920 x 1080 pixels
- **File Size:** Under 2gb
- **Running Time:** less than 5 minutes
- **Formats:** .mp4, .mov, .wmv, .flv, .mpg, .avi
- **Text:** Title and 30-word description
- **Also Accepted:** embedded video links from your URL; we can link to your embedded video on a specific page of your website.

Medium Rectangle Ad

- **Resolution:** 72 dpi
- **Size:** 300 x 250 pixels (200KB)
- **File Format:** jpg, png, gif (static or animated), HTML5, Third Party Ad Tags.
- **Borders:** Ads featuring a white or light colored background are required to have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad in order to separate it from page content.

Leaderboard Ad

- **Resolution:** 72 dpi
 - **Size:** 728 x 90 pixels (200KB) **AND** 320 x 50* (50KB) pixels mobile responsive
 - **File Format:** jpg, png, gif (static or animated), HTML5, Third Party Ad Tags.
 - **Product Codes:** 1 Product Code number selected from Product Category List
 - **Borders:** Ads featuring a white or light colored background are required to have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad in order to separate it from page content.
- * THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted. Gif animation duration should be 15 sec.