



## Sourcebook Specifications

Please upload your materials to: <http://directories.bnpmmedia.com>  
(select ES Mechanical Products Sourcebook from drop down menu)  
Questions? Please contact Kelly at (248) 786-1608 or [kelle yg@bnpmmedia.com](mailto:kelle yg@bnpmmedia.com)

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### **Deluxe Listing**

#### **4 Color Logo**

- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

#### **30 Word Description**

**Web Link:** Company web address

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### **Premium Listing**

#### **4-Color Logo**

- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (21/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

#### **Product Spec Sheets (PDF)**

- **Quantity:** 3
- **Resolution:** Low Resolution PDF
- **Recommended Size:** 200K or less
- **Format:** PDF or Word document

#### **Online Color Product Photos**

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 200 pixels wide
- **Color:** RGB Mode
- **Format:** JPG or Gif
- **Descriptive tile** for under photo online. Please limit to 25 characters

#### **35 Word Description**

**Web Link:** Company web address

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### **Premium Plus Listing**

Includes Premium listing PLUS select ONE of the following options

#### **Banner Ads (if selected)**

- **Quantity:** 5
- **Resolution:** 72 dpi
- **Size:** 468 x 60 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
- **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's, GIF's, and SWF's
- **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 Streaming (FLV)
  - **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.
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### **1" Box Ad**

- **Resolution:** 300 dpi or better (600 optimal)
  - **Size:** (1 1/2" x 2") at least 450 pixels wide by 600 pixels deep
  - **Color:** RGB Mode
  - **Format:** Tif, PDF, EPS , JPG or Gif
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