



2021 Directory & Buying Guide

MATERIAL SPECIFICATIONS

Please upload your materials by: **November 18** to: <http://directories.bnpmmedia.com>
(Select **Restoration & Remediation Red Book** in the drop down)
Questions - Please contact Jessica at (248) 786-1216 or casbarj@bnpmmedia.com

Display Advertiser Listing

- *Company contact information in digital & online*
- *Boldface listing (digital)*
- *50 word company description online*
- *Live Web and Email links online*
- *Supplier Logo in digital & online*
- *Inclusion in the Request for Proposal online*
- *Improved online positioning (appear 2nd)*

Color Logo

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

Logo Listing

- *Color logo in digital and online*
- *Company contact information in digital & online*
- *50 word company description online*
- *Inclusion in the Request for Proposal online*

Color Logo

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

Deluxe Package

- *Company contact information in digital & online*
- *50 word company description online*
- *Boldface listing (digital)*
- *Color logo (digital & online)*
- *Live web and email links online*
- *Inclusion in the Request for Proposal online*
- *Improved online positioning (appear 2nd)*

Color Logo

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

Premium Package

- *Company contact information in digital & online*
- *Boldface listing (digital)*
- *Live web and email links online*
- *50 word company description online*
- *Color logo (digital & online)*
- *Premium ranking online (appear at top) with Star Designation*
- *3 Product Photos online (includes photo title and web link)*
- *3 pdf downloads online*
- *Social Media linked icons online*
- *Inclusion in the Request for Proposal online*

Color Logo

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

Product Photos online

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

Pdf downloads online

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

Social Media

Accepted platforms: you may have one for each platform all five included in price.

- Facebook
 - LinkedIn
 - Twitter
 - YouTube
 - Instagram
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Additional Options

Social Media Links

Social Media

Accepted platforms: you may have one for each platform all five included in price.

- Facebook ○ LinkedIn ○ Twitter ○ YouTube ○ Instagram
-

Medium Rectangle Ad

Medium Rectangle Ad online

- **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 on Product

Leaderboard Ad *(two sizes required)*

- **Size:** 728 x 90 pixels, (200KB) **AND** 320 x 50* (50KB) pixels mobile responsive
- **Resolution:** 72 dpi
- **File Format:** jpg, png, gif (static or animated), HTML5, Third Party Ad Tags
- **Product Codes:** 1 Product Code number selected from Product Category List

** THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted. Gif animation duration should be 15 sec.*

- **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.
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Video

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.