

Quality

M A G A Z I N E

BUYERS GUIDE SPECIFICATIONS

LOGOS: 4-Color
File Format – JPG, EPS or TIF
File Size – 300 dpi or larger

PRODUCT PHOTOS: 4-Color
File Format – JPG or GIF, 72 dpi
File Size – 200 pixels wide, 20k or less
Please note: you may submit a 3-word photo title and link to a product specific page for each of the three product shots.

SPEC SHEETS: 4-Color
File Format – PDF
File Size – Low Res at Max File Size of 200K
A spec sheet is a single product informational document and may be a product brochure, catalog page, case study, or white paper.

REQUEST FOR PROPOSAL: Web RFP Email Address
Specify an email address to which you would like the RFP leads sent.

VIDEO: Size – 320 x 240 pixels, 640 x 480 pixels
File Size – 20MB
Running Time – Less than 2 minutes
Formats – Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)
Video must be submitted as a digital file, fully edited and in the finished version

TILE AD: Ad/File Size – 125 x 125 pixels, JPG or GIF (20k or less) or SWF (30k or less)
Colors – 256 or less
Resolution – 72 dpi
File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)

BANNER: Ad/File Size – 468 x 60 pixels, JPG or GIF (20k or less) or SWF (30k or less)
Colors – 256 or less
Resolution – 72 dpi
File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)
Product Codes – 3 Product Code numbers selected from Product List

Submit all artwork and materials by Oct. 17, 2008
<http://directories.bnpmmedia.com> (Select Quality Buyers Guide)

Questions? Contact Ruth Anderson at 248-244-6460 or
andersonr@bnpmmedia.com