



Source Book SPECIFICATIONS FOR ENHANCEMENT

MATERIALS

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

(Select Quality Vision and Sensors Buyers Guide)

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

Logo Ad – Supplier Section/Deluxe Listing

4 Color Logo

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Color: RGB Mode
Format: TIF, EPS, JPG

Premium Listing

4-Color Logo

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Color: RGB Mode
Format: TIF, EPS, JPG

3 Product Spec Sheets (online)

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

3 Product Photos (online)

Quantity: 3
Resolution: 72
Color: RGB Mode
Format: JPG, GIF

Additional Options:

Mini Ad/Product Shot (Print Only)

Quantity: 1
Resolution: 300 dpi or better (600 optimal)
Size: 1 1/2" x 1"
Color: RGB Mode
Format: TIF, EPS, JPG

Banner Ads (if selected)

Quantity: 3
Resolution: 72 dpi

Size: 468 x 60 pixels

Recommended File Size: 40k (40,000 bytes) or less initial download – JPG, GIF, and SWF

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, GIF, and SWF

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.

RFP

Manufacturer Section Only

Specify an email address to which you would like the RFP leads sent.