



EQUIPMENT DIGEST MATERIAL SPECIFICATIONS

Submit all artwork and materials to <http://directories.bnpmmedia.com>
(Select CI Materials Handbook) or Lauren Hernandez at hernandezl@bnpmmedia.com

Questions on Packages? Contact AnnaMarie McCann at mccanna@bnpmmedia.com

PRINT/DIGITAL:

LOGO:

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or larger (600 optimal)

Size: 3 inches wide (minimum)

Note: For Product Logos, include the Product Code number from the Product List

PRODUCT PHOTO:

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or better (600 optimal)

Size: 1 ½ inches wide x 1 inch high (at least 675 pixels wide)

Product Code: Product Code number selected from the Product List

Note: For the online listing, include a title and 30-word description with custom URL for each

ONLINE:

SOCIAL MEDIA:

Icons to appear with your online listing. Url to each specific page for your company. Only one url allowed per social media platform (Facebook, Twitter, LinkedIn, YouTube, Instagram)

MEDIUM RECTANGLE AD:

Size: 300 x 250 pixels (200KB)

Colors: 256 colors or less

Resolution: 72 dpi

File Format: JPG, PNG, GIF (static or animated), HTML5, Third Party Ad Tags**

Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts.)

***3rd party ad tags are accepted, provided the ad already functions correctly as rich media (expands/contracts, working close button, etc.)*

LEADERBOARD AD (Two sizes needed):

Ad/File Size: 728 x 90 pixels (200KB) **AND** 320 x 50 pixels mobile responsive*

Colors: 256 or less

Resolution: 72 dpi

File Format: JPG, PNG, GIF (static or animated), HTML5, Third Party Ad Tags

Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts.)

Product Codes: One Product Code number selected from Product Listing Booklet

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

VIDEO:

Video must be submitted as a digital file, fully edited and in the finished version

Size: Any size up to 1920 x 1080 pixels

File Size: Under 2GB

Running Time: Under 5 minutes is recommended

Formats: .mp4, .mov, .wmv, .flv, .mpg, .avi

Also Accepted: embedded video links from your URL; we can link to your embedded video on a specific page of your website

VIRTUAL BROCHURE:

PDF low-resolution file, no larger than 6 MB

Premium Package: Includes 1 Virtual Brochure for 12 months in your Data Book listing AND 6 months on the Virtual Brochure website at www.ceramicindustry.com/virtualbrochures. **PLUS** 1 Eblast to the CI subscriber base drive traffic to your online brochure

Premium Plus Package: Up to 3 Virtual Brochures for 12 months in your online Data Book listing AND 12 months on the Virtual Brochure website at www.ceramicindustry.com/virtualbrochures. PLUS 2 Eblasts to the CI subscriber base drive traffic to your online brochure.

Indicate category for your Virtual Brochure(s):

- Advanced Ceramics
- Batching and Materials handling
- Brick and Structural Clay
- Decorating
- Firing and Drying
- Forming and Finishing
- Glass
- Instrumentation/Lab Equipment
- Raw and Processed Materials
- Refractories
- Resource Management
- Whitewares

Provide a 5 to 10 word description to entice visitors to click on YOUR link