



**SERVICES DIRECTORY
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 Service Marketplace Ads or Packages? Contact AnnaMarie McCann at
mccanna@bnpmmedia.com

We can design your services ad for you or you may submit finished artwork. Please call AnnaMarie to discuss design.

PRINT/DIGITAL:

LOGO:

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or larger (600 optimal)

Size: 3 inches wide (minimum)

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 and/or 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**

***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 (50KB)*

Colors: 256 or less

Resolution: 72 dpi

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

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.*

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

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:

Product literature posted online for six months

PDF low-resolution file, no larger than 6 MB

Indicate **ONE** category for your Virtual Brochure

- Advanced Ceramics
- Batching and Materials handling
- Brick and Structural Clay
- Decorating
- Firing and Drying
- Foaming 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