



## EHS BUYERS' & RESOURCE GUIDE ARTWORK SPECIFICATIONS

Please upload your materials to: <http://directories.bnpmedia.com>  
(select ISHN Buyers Guide from drop down menu)

Questions? Contact Stacey Hurley at (248) 786-1662 or [hurleys@bnpmedia.com](mailto:hurleys@bnpmedia.com)

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### Color Logo

- **Resolution:** 300 dpi or better (600 optimal)
  - **Size:** minimum 2" wide
  - **Color:** RGB Mode
  - **Format:** pdf, eps or jpg
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### Spec Sheets / Line Cards

- **Quantity:** 3 with Premium Listing
  - **Resolution:** Low Resolution pdf
  - **Format:** pdf or Word document
  - **Text:** provide Title and 30-word description of each PDF
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### Photos

- **Quantity:** 3 with Premium Listing
  - **Format:** jpg, eps or tif
  - **Resolution:** 72 dpi or larger
  - **Size:** 900 pixels wide x 550 pixels tall
  - **Text:** provide Title and 30-word description of each photo
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### Video

- **Quantity:** 1
  - **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:** Provide a Title for your video
  - **Also Accepted:** embed link from your URL; we can link to your embedded video on a specific page of your website.
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### Medium Rectangle Ad

- **Resolution:** 72 dpi
  - **Size:** 300 x 250 pixels, 200KB or less
  - **File Format:** jpg or gif (static or animated)
  - **URL:** Your rectangle ad will be linked to your website unless a different URL is specified for the ad
  - **Border:** Ads with a white or light colored background must have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad
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### Leaderboard Ad

- **Size:** 728 x 90 pixels (20k or less) **AND** 320 x 50\* pixels mobile responsive
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg or gif (static or animated)
- **URL:** Your leaderboard ad will be linked to your website unless a different URL is specified for the ad
- **Border:** Ads with a white or light colored background must have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad

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

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