



EHS Buyers' & Resource Guide

SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials to: <http://directories.bnpmedia.com>
(Select ISHN Buyers Guide)

Questions? Contact Breanne Rozek at (248) 244-6259 or rozekb@bnpmedia.com

Deluxe Listing

4 Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Web Link

- **Quantity:** 1
 - **URL:** Company web address
-

Linked Listing

Web Link

- **Quantity:** 1
 - **URL:** Company web address
-

Premium Listing

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Web Link

- **Quantity:** 1
- **URL:** Company web address

Product Shot (print and online)

- **Quantity:** 3
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 1") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Spec Sheet

- **Quantity:** 1
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

Tile Ad

- **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)