



EHS BUYERS' & RESOURCE GUIDE ARTWORK SPECIFICATIONS

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

Questions? Contact Stacey Hurley at (248) 786-1662 or hurleys@bnpmmedia.com

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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