

PCI Buyers' Guide – Material Specifications

Submit artwork and materials to <http://directories.bnpmmedia.com>
(Select PCI Buyers' Guide)

Questions? Contact Jessica Casbar at casbarj@bnpmmedia.com or (248) 786-1216

Color Logo (digital and online)

Logo, Deluxe, Premium and Premium Plus Packages

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or larger (600 optimal)

Size: 3 inches wide (minimum)

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

PDF Brochures (online)

Premium and Premium Plus Packages

Single product informational document and may be a product brochure, catalog page, case study, or white paper. Limit of up to three brochures online.

Resolution: Low-resolution PDF

Format: PDF or Word file

Text: Title and 30-word description for each

Product Photos (online):

Premium and Premium Plus Packages

Resolution: 72 dpi

Format: GIF, EPS, or JPG

Size: 900 x 550 pixels

Color: RGB Mode

Text: Title and 30-word description for each

URL: Link to a product specific page for each photo

Quantity: 3

Leaderboard Ads (Two sizes needed)

Premium Plus Package (choice of 3 Leaderboard Ads or Video). Also available to purchase with the other packages.

Two sizes: 728 x 90 pixels, JPG or GIF (200k or less) **AND** 320 x 50* pixels mobile responsive

Colors: 256 or less

Resolution: 72 dpi

Format: jpg, gif (static or animated), HTML5, Third Party Ad Tags

Borders: Ads featuring a white or light colored background are required to have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad in order to separate it from page content.

Product Codes: Select Product Code from Product Category List

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

Video:

Premium Plus Package (choice of 3 Leaderboard Ads or 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

ADDITIONAL OPTIONS:

Product Mini Ad (digital):

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 450 pixels wide)

Product Code: Product Code number selected from the Product List

Medium Rectangle Ad (online):

Resolution: 72 dpi

Size: 300 x 250 pixels (200 KB)

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

Borders: Ads featuring a white or light colored background are required to have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad in order to separate it from page content.

Thank you for participating in PCI's Buyers' Guide!