

# PCI

## Paint & Coatings Industry

### Your Directory Material Specifications

Email your logo and other artwork and instructions to Andrea Kropp at [kroppa@pcimag.com](mailto:kroppa@pcimag.com) using the specs below. Contact Andrea at (810)688-4847 with any questions.

#### **SPECIFICATIONS FOR YOUR LOGO ART:**

Color. File Format – JPG, EPS or TIF 300 dpi (dots per inch) quality or larger

#### **SOCIAL MEDIA:**

Email links to your LinkedIn, Facebook and/or Twitter.

#### **MOBILE TAGS:**

##### **New Mobile Tag Option**

Add a mobile tag to your listing and those with smart phones can access your website or V-card with a quick scan.



##### *TWO OPTIONS*

**URL** - The mobile tag can point to any url you choose. Send a url that points to a website, video, social media page, etc. and PCI will create and place the tag with your contact info in the Buyers Guide

**V-Card** – This mobile tag options allows directory readers to download your contact information to their mobile device. V-card mobile tags must be supplied by you using the Microsoft tag product. Visit <http://tag.microsoft.com> or <http://tag.microsoft.com/my-tags/getting-started.aspx> for detailed instructions.

#### **INDICATE WHICH OF THE 2 OFFERS BELOW YOU WANT AT NO ADDITIONAL CHARGE AS PART OF YOUR PREMIUM LISTING (Brochure or Video):**

##### **BROCHURE/LITERATURE file:**

File Format – PDF, low resolution. Max File Size of 6MB.

You can send several .pdf's and PCI will compile them (brochures, catalogs, spec sheets, MSDS, etc.)

#### **VIDEO**

*Video must be submitted in as a digital file, fully edited and in the finished version.*

##### **SPECIFICATIONS:**

VIDEO SIZES (dimensions):	320 x 240 pixels (Please request this size so that we can shrink for Homepage) 275 x 250 pixels (Homepage video)
FILE SIZE:	20MB
RUNNING TIME:	Less than 5 minutes (for longer Videos please contact your sales person)
FORMATS:	Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

**Provide one sentence (10-word maximum) describing what is featured in your brochure or video to entice people to view it.**

Thank you for participating in PCI's directories!