



2012 BUYERS GUIDE SPECIFICATIONS

Submit artwork and materials by Nov. 2, 2011 to Peg Van Winkle at vanwinklep@bnpmedia.com

Questions on listings? Contact Peg Van Winkle at vanwinklep@bnpmedia.com

Account Number: _____ Company: _____
Person Ordering: _____
Fax completed form to Peg Van Winkle at 248-283-6530.

	Repeat from 2011 BG	I will send new materials
Logo	_____	_____
Tile Ad	_____	_____
Spec Sheet 1	_____	_____
Spec Sheet 2	_____	_____
Spec Sheet 3	_____	_____

If you ordered Inch Ads, please indicate the Product Listing Description for each ad.

	Product	Repeat from 2011 BG	I will send new materials
Inch Ad 1	_____	_____	_____
Inch Ad 2	_____	_____	_____
Inch Ad 3	_____	_____	_____

LOGOS: 4-Color
File Format – JPG, EPS or TIF
File Size – 300 dpi or larger

INCH ADS: B&W or 4-Color
File Format – JPG, EPS or TIF
File Size – 300 dpi or larger
Ad Size 1-3" – 1-1/2" wide x 1-3" high
Note: you may submit a 3-word photo title and link to a product specific page for each of the three product shots online.

SOCIAL MEDIA: Icons to appear with your online listing. Url to each specific page for your company. Only one url allowed per social media platform (Facebook, Twitter, LinkedIn)

SPEC SHEETS: 4-Color
File Format – PDF
File Size – Low Res at Max File Size of 200K
A spec sheet is a single product informational document and may be a product brochure, catalog page, case study, or white paper.

TILE AD: Ad/File Size – 125 x 125 pixels, JPG or GIF (20k or less) or SWF (30k or less)
Colors – 256 or less
Resolution – 72 dpi
File Format – JPG or GIF (static or animated) and SWF (Adobe Flash, must include .FLA file)