

Mission CRITICAL

Data center and mission-critical facility solutions

BUYERS GUIDE MATERIAL SPECIFICATIONS

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

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

4 Color Logo

- **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (2¼" x 2") at least 675 pixels wide
 - **Color:** RGB Mode
 - **Format:** jpg, eps or pdf
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Product Photos

- **Quantity:** 3
 - **Format:** jpg or eps
 - **Resolution:** 72 dpi or larger
 - **Size:** 900 x 550 pixels
 - **Text:** Title and 30-word description of each photo
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Product Spec Sheets (PDF)

- **Quantity:** 3 included in Premium Listing
 - **Resolution:** Low Resolution PDF
 - **Format:** PDF or Word document
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Leaderboard Ad

- **Size:** 728 x 90 pixels **AND** 320 x 50* pixels mobile responsive
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg or gif (static or animated)
- **Product Codes:** 1 Product Code number selected from Product Listing Booklet for each ad purchased.

* THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted.

Gif animation duration should be 15 sec.
