

# process HEATING

## 2019 Buyers Guide

### MATERIAL SPECIFICATIONS FOR BUYERS GUIDE MATERIALS

Please upload your materials by **November 1** for print to: <http://directories.bnpmmedia.com>

*(Select Process Heating from the pull down menu)*

**Questions:** Please contact Linda Stoll at (248) 244-6468 or [StollL@bnpmmedia.com](mailto:StollL@bnpmmedia.com)

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### Advertiser Package

- Complete contact information in print, digital & online
  - Bolding in print & digital
  - Color logo in print, digital and online
  - Live web and email links
  - 50 word Company Description
  - improved online positioning
- 

#### Logo

- **Quantity:** 1
  - **Resolution:** 300 dpi or better (600 optimal)
  - **Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep
  - **Color:** RGB Mode
  - **Format:** Tiff, PDF, EPS or JPG
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### Logo listing

- Complete contact information in print, digital and online
  - 50 word Company Description
  - Color logo in print, digital and online
- 

#### Logo

- **Quantity:** 1
  - **Resolution:** 300 dpi or better (600 optimal)
  - **Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep
  - **Color:** RGB Mode
  - **Format:** Tiff, PDF, EPS or JPG
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### Deluxe Listing

- Complete contact information in print, digital and online
  - 50 word Company Description
  - Color logo in print, digital and online
  - Improved online positioning
  - Live web and email links
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#### Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS or JPG

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## Premium Listing

- Complete contact information in print, digital & online
  - Color logo in print, digital and online
  - Live web and email links
  - 3 product spec sheets online.
- Highest online ranking with start designation.
  - Social Media Links
  - 50 word online company description
  - 3 product images online

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### Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS or JPG

### Spec Sheet

- **Quantity:** 3
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less
- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

### Online Product Photos

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** JPG or GIF
- **Text:** Title and 30 word description for each

### Social Media

Accepted platforms: you may have one for each platform all five included in price.

- Facebook
- Linked In
- Twitter
- YouTube
- Instagram

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## Premium Plus Listing

- Complete contact information in print, digital & online
  - Color logo in print, digital and online
  - Live web and email links
  - 3 product spec sheets online.
  - Highest online ranking with start designation.
  - Social Media Links
- 50 word online company description
  - 3 product images online
- PLUS Pick one of these three choices:
- 1 product Leaderboard Banner ad or
  - A Rectangle ad online or
  - Video online

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### Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS or JPG

### Spec Sheet

- **Quantity:** 3
- **Resolution:** Low Resolution PDF (preferred) or Word document
- **Recommended Size:** 200K or less

- **Color:** Color or Black & White accepted
- **Format:** PDF or Word document

### **Online Product Photos**

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** JPG or GIF
- **Text:** Title and 30 word description for each

### **Social Media**

Accepted platforms: you may have one for each platform all five included in price.

- Facebook
- Linked In
- Twitter
- YouTube
- Instagram

### **PLUS A CHOICE OF:**

#### **Product leaderboard Banner Ad *(We need to collect two sizes to accommodate mobile devices)***

- **Quantity:** one ad placed under one product category
  - **Size:** 728 x 90 pixels, JPG or GIF (20k or less) or SWF (30k or less) **AND** + 320 x 50\* pixels mobile responsive
  - **Colors:** 256 or less
  - **Resolution:** 72 dpi
  - **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags\*\*
  - **Product Codes:** 1 Product Code number selected 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.*

**Or**

#### **Online Rectangle Ad**

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** 300 x 250 pixels
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags\*\* Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts.)
- **Color:** 256 colors or less

**Or**

#### **A 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:** Title and 30-word description
- **Also Accepted:** embedded video links from your URL; we can link to your embedded video on a specific page of your website.

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## **ADDITIONAL OPTIONS**

### **Social Media**

Accepted platforms: you may have one URL for each platform all five included in price.

- Facebook
- Linked In
- Twitter

- YouTube
- Instagram

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### **Color Mini Ad in print and digital**

- • **Quantity:** 1 per product code selected
- • **Resolution:** 300 dpi or better (600 optimal)
- • **Size:** 1" x 1.5" at least 450 pixels wide by 300 pixels deep
- • **Color:** RGB Mode
- • **Format:** Tiff, PDF, EPS or JPG

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### **Product Logo in print & digital in product section**

- **Quantity:** 1 per product code selected
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tiff, PDF, EPS or JPG

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### **Product leaderboard Banner Ad (We need to collect two sizes to accommodate mobile devices)**

- **Quantity:** one ad placed under one product category
  - **Size:** 728 x 90 pixels, JPG or GIF (20k or less) or SWF (30k or less) **AND** + 320 x 50\* pixels mobile responsive
  - **Colors:** 256 or less
  - **Resolution:** 72 dpi
  - **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags\*\*
  - **Product Codes:** 1 Product Code number selected 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.

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### **Online Rectangle Ad**

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** 300 x 250 pixels
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags\*\* Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts.)
- **Color:** 256 colors or less

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### **A Video**

- **Quantity:** 1
- **Video Sizes:** up to 1920 x 1080 pixels
- **File Size:** Under 2 GB
- **Running Time:** less than 5 minutes.
- **Formats:** .mp4, .mov, .wmv, .flv, .mpg, .avi
- **Text:** Title and 30-word description
- **Also Accepted:** embedded video links from your URL; we can link to your embedded video on a specific page of your website.