

## Online Material Specifications

**Questions:** Please contact Kristin Green at (248) 244-6422 or [greenk@bnpmedia.com](mailto:greenk@bnpmedia.com)

---

### **Web Logo:**

Color: RGB Mode

Format: GIF, EPS, or JPG

Resolution: 72 dpi

Size: 200 pixels wide

### **Photo:**

Color: RGB Mode

Format: GIF, EPS, or JPG

Resolution: 72 dpi

Size: 900 x 550 pixels

Text: Title for online with 30-word description

**Social Media:** Linked 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, YouTube, Instagram)

**Spec Sheets:** A spec sheet is a single product informational document and may be a product brochure, catalog page, case study, or white paper. The format is a low-resolution PDF or Word file.

### **Product Specific Leaderboard Ad:**

Size: 728 x 90 pixels, JPG or GIF (200KB or less) **AND** 320 x 50\* pixels mobile responsive (50KB or less)

Colors: 256 or less

Resolution: 72 dpi

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

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

**Rectangle Ad:**

Resolution: 72 dpi

Size: 300 x 250 pixels

Color: 256 colors or less

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

File Size: 50 KB or less

**Video:**

Size: Up to 1920 x 1080 pixels

Size: Under 2GB

Running Time: less than 5 minutes.

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.

---

[www.process-heating.com/equipmentoverviews](http://www.process-heating.com/equipmentoverviews)