

Pollution Engineering

BUYERS GUIDE SPECIFICATIONS

Please upload your materials by to: <http://directories.bnpmia.com>
(Select Pollution Engineering Buyers Guide)

Questions? Contact Ruth Anderson at (248) 244-6460 or andersonr@bnpmia.com

Logo Package

4 Color Logo

- **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
 - **Color:** RGB Mode
 - **Format:** TIF, EPS, JPG
-

Deluxe Package*

4 Color Logo

- **Resolution:** 300 dpi or better (600 optimal)
 - **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
 - **Color:** RGB Mode
 - **Format:** TIF, EPS, JPG
-

Mini Ads (Print Only)

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

Premium Package*

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** TIF, EPS, JPG

Product Shot (print and online)

- **Quantity:** 3 (one product shot per CSI code)
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** TIF, EPS, 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
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Premium Plus Package*

4-Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** TIF, EPS, JPG

Product Shot (print and online)

- **Quantity:** 3 (one product shot per CSI code)
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2 1/4" x 2") at least 675 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** TIF, EPS, 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

RFP

- Specify an email address to which you would like the RFP leads sent.

Your choice of one of the following options:

Banner Ads (if selected)

- **Quantity:** 5
- **Resolution:** 72 dpi
- **Size:** 468 x 60 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG, GIF, and SWF
- **Color:** 256 colors or less
- **Animation Within ad units:** 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.
- **Format:** JPG, GIF (static or animated) and SWF* (Adobe Flash, must include .FLA file)

Tile Ad (if selected)

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** 125 x 125 pixels
- **Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG, GIF, and SWF
- **Color:** 256 colors or less
- **Animation Within ad units:** 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.
- **Format:** JPG, GIF (static or animated) and SWF* (Adobe Flash, must include .FLA file)

Video (if selected)

- **Quantity:** 1
- **Video Sizes:** 320 x 240 or 640 x 480 pixels
- **File Size:** 20MB
- **Running Time:** less than 5 minutes.
- **Formats:** Windows streaming media (WMV), QuickTime, Flash Streaming (FLV)
- **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.

**Deluxe, Premium and Premium Plus Packages also include a Hot Link to your website online and boldface listing in print*