

# ASSEMBLY

## BUYERS GUIDE ARTWORK SPECIFICATIONS

Submit materials to Jessica Casbar at [casbarj@bnpmedia.com](mailto:casbarj@bnpmedia.com)

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### 4-Color Logo

- **Resolution:** 72 dpi
  - **Size:** 200 pixels wide
  - **Format:** gif, jpg
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### 4-Color Premium Sponsorship Logo

- **Resolution:** 300 dpi
  - **Size:** 3 inches wide
  - **Format:** eps, jpg, gif, psd, tif
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### Product Photo

- **Quantity:** 3 with Premium Listing
  - **Format:** jpg, eps or tif
  - **Resolution:** 72 dpi
  - **Size:** 900 pixels wide x 550 pixels tall
  - **Text:** provide Title for each Photo along with a 30-word description of each
  - **URL:** May also provide a url to link each photo to your site
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### Product Brochure (PDF)

- **Quantity:** 3 with Premium Listing
  - **Format:** Low resolution PDF or Word document
  - **Text:** provide Title and 30-word description of each PDF
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### Video

- **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
  - **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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### Medium Rectangle Ad

- **Resolution:** 72 dpi
  - **Size:** 300 x 250 pixels, 200KB or less
  - **File Format:** jpg or gif (static or animated)
  - **Border:** Ads with a white or light colored background must have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad
  - **URL:** May also provide a url to which the ad will link
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### Leaderboard Ad

- **Resolution:** 72 dpi
- **Size:** 728 x 90 pixels (200KB) **AND** 320 x 50\*(50KB) pixels mobile responsive
- **File Format:** jpg, png, gif (static or animated), HTML5, Third Party Ad Tags.
- **Product Codes:** 3 Product Code numbers selected from Product Category List
- **Borders:** Ads featuring a white or light colored background are required to have a 1 pixel grey border (#CCCCCC) around the perimeter of the ad in order to separate it from page content.

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