



# 2011 Flooring Trade Directory & Buying Guide

The Buyer's Guide of Choice for Floor Covering Professionals

## SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **April 14, 2011** to: <http://directories.bnpmmedia.com>  
(Select National Floor Trends Directory & Buying Guide)

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

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### Logo Plus Listing

#### 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, PDF, EPS, JPG or Gif

**Web Link (URL: Company web address)**

**Quantity:** 1

*The above  
Logo Plus  
Listing  
specifications  
Plus:*

### Deluxe Listing

#### 4 Color Logo

**Web Link (URL: Company web address)**

#### Traffic Stopper Ad

**Quantity:** 1  
**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (1.5" x 2" for manufacturers section and 2.25" x 2 for all other sections) at least 675 pixels wide by 600 pixels deep  
**Color:** RGB Mode  
**Format:** Tif, PDF, EPS, JPG or Gif

*The Above  
Deluxe  
listing  
specifications  
Plus:*

### Premium Listing

#### 4 Color Logo

**Web Link (URL: Company web address)**

**Traffic Stopper Ad**

#### 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 Shots**

**Quantity:** 3

**Resolution:** 72 dpi  
**Size:** at least 675 pixels wide by 600 pixels deep (or 2.25" x 2")  
**Color:** RGB Mode  
**Format:** Tif, PDF, EPS, JPG or Gif  
**Descriptive Title** for under photo online. Please limit to 25 characters if possible.

## Premium Plus Listing

*The Above Premium listing specifications Plus your choice of any of the following options with purchase:*

### Banner Ads

**Quantity:** 5  
**Size:** 72 dpi  
**Resolution:** 468 x 60 pixels  
**Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's  
**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:** PG, GIF (static or animated)

### Tile Ad

**Quantity:** 1  
**Size:** 72 dpi  
**Resolution:** 125 x 125 pixels  
**Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's  
**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:** PG, GIF (static or animated)

### Video

**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.