



**National Floor Trends 2011 Wood Floor Resource Guide
SPECIFICATIONS FOR ENHANCEMENT MATERIALS**

Please upload your materials by: **August 12** to: <http://directories.bnpmmedia.com>
(Please Select **National Floor Trends Wood Floor Directory** from the drop down menu)

Questions? Please contact Linda Stoll at (248) 244-6468 or stollL@bnpmmedia.com

Logo Ad

B&W Logo

Quantity: 1

Resolution: 300 dpi or better (600 optimal)

Size: (2.25" wide x 1" high) at least 675 pixels wide by 600 pixels deep

Format: Tiff, PDF, EPS, JPG or Gif

2" Mini Ad

4 Color Ad

Quantity: 1

Resolution: 300 dpi or better (600 optimal)

Size: (2.25" wide x 2") at least 450 pixels wide by 600 pixels deep

Format: Tiff, PDF, EPS, JPG or Gif

Deluxe Listing

4 Color Logo

Quantity: 1

Resolution: 300 dpi or better (600 optimal)

Size: (2.25" wide x 1" high) at least 675 pixels wide by 600 pixels deep

Format: Tiff, PDF, EPS, JPG or Gif

Web Link

Quantity: 1

URL: Company web address

Plus up to 250 Word description for your online listing!

Premium Listing

4 Color Logo

Quantity: 1

Resolution: 300 dpi or better (600 optimal)

Size: (2.25" wide x 1" high) at least 675 pixels wide by 600 pixels deep

Format: Tiff, PDF, EPS, JPG or Gif

Web Link

Quantity: 1

URL: Company web address

Spec Sheet/Brochures

Quantity: 1

Resolution: Low Resolution PDF (preferred) or Word document

Recommended Size: 200K or less

Color: Color or Black & White accepted

Format: PDF or Word document

Color Product Photos

Quantity: 3

Resolution: 300 dpi or better (600 optimal)

Size: at least 675 pixels wide by 600 pixels deep (1" x 2 1/4")

Format: Tiff, PDF, EPS, JPG or Gif

Descriptive tile: for under photo online. Please limit to 25 characters if possible

Social Media

URL's need for your Facebook, Twitter and/or Linked IN you may have all three.

Plus up to 300 Word description for your online listing!

PREMIUM PACKAGE PURCHASERS ADDITIONAL ITEMS AVAILABLE (If purchased with Premium Package)

Product Specific Banner Ads Online

Banner Ads

Quantity: 3

Resolution: 72 dpi

Size: 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: JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

Tile Ad

Tile Ad

Quantity: 1

Resolution: 72 dpi

Size: 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: JPG, GIF (static or animated)

Video

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, **Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.