

HVACR DIRECTORY SPECIFICATIONS

Submit all artwork and materials to <http://directories.bnpmmedia.com>
(Select **NEWS HVACR Directory**)

Questions? Contact Stacey Hurley at hurleys@bnpmmedia.com

4-COLOR PRINT LOGO:

- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2¼" x ½")
- **Format:** TIF, PDF, EPS, or JPG

PRINT MINI AD:

- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** 1 3/8 inches wide x 1 inch high (at least 675 pixels wide)
- **Format:** TIF, PDF, JPG, EPS
- **Product Code:** Include the Product Code number from the Product List for placement
- **Online Mini Ad:** Include a title, 30-word description and custom URL for each

ONLINE PRODUCT PHOTOS:

- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels
- **Format:** GIF or JPG
- **Text:** Title and 30-word description for each
- **URL:** Link to a product specific page for each photo

PDF DOWNLOADS:

- **Resolution:** Low Resolution PDF
- **Format:** PDF or Word document
- **Text:** Title and 30-word description for each

Note: This can be a single product informational document and may be a product brochure, catalog page, case study, or white paper.

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.

MEDIUM RECTANGLE AD:

- **Resolution:** 72 dpi
- **Size:** 300 x 250 pixels (200 KB)
- **File Format:** JPG, PNG, GIF (static or animated), HTML5, Third Party Ad Tags.
- **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.

PRODUCT LEADERBOARD AD:

- **Resolution:** 72 dpi
- **Size:** 728 x 90 pixels, JPG or GIF (200KB or less) **AND** 320 x 50* pixels mobile responsive (50KB or less)
- **File Format:** JPG, GIF (static or animated), HTML5, Third Party Ad Tags
- **Product Codes:** 1 Product Code number selected from Product Code Booklet
- **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.*

HOMEPAGE LEADERBOARD AD:

Only 3 ad spaces available and sold on a first-come, first-served basis

- **Resolution:** 72 dpi
- **Size:** 728 x 90 pixels, JPG or GIF (200KB or less) **AND** 320 x 50* pixels mobile responsive (50KB or less)
- **File Format:** JPG, GIF (static or animated), HTML5, Third Party Ad Tags
- **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.*