

SNIPS 2019 BUYERS GUIDE

SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **June 30** to: <http://directories.bnpmmedia.com>
(Select **SNIPS Buyers Guide** from the drop down menu)

Questions - Please contact Lauren Hernandez at (248) 244-6489 or Hernandezl@bnpmmedia.com

PREMIUM LISTING

- Contact information in print, digital and online
- A 50-word description of your general product lines online
- Ten (10) product listings
- Boldface in print and digital
- Color logo in print, digital and online
- Hot link to your Web site online
- 3 product spec sheets online
- 3 product photos in print, digital and online
- Top positioning and designation online
- Plus, social media linked icons to enhance your online listing
- **NEW** - Two (2) products included in product photo collage in print and digital edition

Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 2¼") at least 675 pixels wide
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG

Web Link

- **Quantity:** 1
- **URL:** Company web address

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

Color Product Shot (Print and online)

- **Quantity:** 3
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Pick a product** to place photo from the product categories you will be listed under
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

NEW - Two (2) products included in product photo collage (can be two of the three product shots)

- **Quantity:** 2
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Pick a product** to place photo from the product categories you will be listed under
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

Social Media

- **Quantity:** up to 5 (1 link per platform) Facebook, Twitter, Linked In , You Tube and/or Instagram. Please provide the links to any and all platforms you subscribe to.

DELUXE LISTING

- *Contact information in print, digital and online*
- *A 50-word description of your general product lines online*
- *Five (5) product listings*
- *Color logo in print, digital and online*
- *Boldface in print and digital*
- *Hot link to your Web site online*
- *Improved online positioning*
- **NEW** - *One (1) product included in product photo collage in print and digital*

Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 2¼") at least 675 pixels wide
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG

Web Link

- **Quantity:** 1
- **URL:** Company web address

NEW - One (1) products included in product photo collage

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Pick a product** to place photo from the product categories you will be listed under
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

LOGO LISTING

- *Contact information in print, digital and online*
- *A 50-word description of your general product lines*
- *Three (3) product listings.*
- *Color logo in print, digital and online*

Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (1" x 2¼") at least 675 pixels wide
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG

ADDITIONAL OPTIONS

NEW - PRODUCT PHOTO COLLAGE (PRINT, DIGITAL AND ONLINE)

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** 900 x 550 pixels
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Pick a product** to place photo from the product categories you will be listed under
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

SOCIAL MEDIA

- **Quantity:** up to 5 (1 link per platform) Facebook, Twitter, Linked In , You Tube and/or Instagram. Please provide the links to any and all platforms you subscribe to.

VIDEO

- **Quantity:** 1
- **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
- **Text:** Title and 30-word description
- **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

- **Quantity:** 1
- **Resolution:** 72 dpi
- **Size:** 300 x 250 pixels
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags
- **Color:** 256 colors or less

LEADERBOARD AD

- **Quantity:** select 3 product codes to place the one leaderboard ad
- **Size (2 sizes required):** 728 x 90 pixels, JPG or GIF (20k or less) or SWF (30k or less) **AND** + 320 x 50* pixels mobile responsive
- **Colors:** 256 or less
- **Resolution:** 72 dpi
- **File Format:** jpg, gif (static or animated), HTML5, Third Party Ad Tags**
- **Product Codes:** 1 Product Code number selected from Product Category List

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

UPDATED 4/18/19