

THE INDISPENSABLE TOOL FOR CONVERTERS & PRINTERS OF FLEXIBLE PACKAGING

FLEXIBLE[®]

PACKAGING

Material Spec Sheet

Please upload your materials to: <http://directories.bnpmmedia.com>
(Select *Flexible Packaging* Buyers Guide from drop down)

Questions? Contact Nicole Serling at (248) 786-1238 or serlingn@bnpmmedia.com

Color Logo (print, digital, online):

Logo, Deluxe, Premium and Premium Plus Packages

Color: 4-Color

Format: TIF, JPG, EPS

Resolution: 300 dpi or larger (600 optimal)

Size: 3 inches wide (minimum)

Product Brochure-PDF (online):

Premium and Premium Plus Packages

May be a product brochure, catalog page, case study, or white paper.

Resolution: Low-resolution PDF

Format: PDF or Word file

Text: Title and 30-word description for each

Limit of up to three spec sheets online

Product Photos (online):

Premium and Premium Plus Packages

Resolution: 72 dpi

Format: GIF, EPS, or JPG

Size: 900 x 550 pixels

Color: RGB Mode

Text: Title and 30-word description for each

URL: Link to a product specific page for each photo

Limit of up to three product photos online

Social Media (online):

Premium and Premium Plus Packages

Icons to appear with your online listing. URL to each specific page for your company. Only one url allowed per social media platform (Facebook, Twitter, LinkedIn, YouTube, Instagram).

Premium Plus Package – Choice of a Video or Product Leaderboard Ad Online

Video:

Video must be submitted as a digital file, fully edited and in the finished version

Size: Any size up to 1920 x 1080 pixels

File Size: Under 2GB

Running Time: Under 5 minutes is recommended

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

Product Leaderboard Ad (Two sizes needed):

728 x 90 pixels, JPG or GIF (200k or less) **AND** 320 x 50* pixels mobile responsive

Colors: 256 or less

Resolution: 72 dpi

Format: jpg, gif (static or animated), HTML5, Third Party Ad Tags

Must select Product Code 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.*

Additional Options**Product Mini Ad (print, digital, online):**

Color: 4-Color

Format: TIF, PDF, JPG, EPS

Resolution: 300 dpi or better (600 optimal)

Size: 1 ½ inches wide x 1 inch high (at least 675 pixels wide)

Product Code: Include the Product Code number from the Product List for placement

Note: For the online listing, include a title and 30-word description with custom URL for each

Medium Rectangle Ad (online):

Size: 300 x 250 pixels (200KB)

Colors: 256 colors or less

Resolution: 72 dpi

File Format: JPG, PNG, GIF (static or animated), HTML5, Third Party Ad Tags**

***3rd party ad tags are accepted, provided the ad already functions correctly as rich media (expands/contracts, working close button, etc.)*