



SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **Nov 5** to:
<http://directories.bnpmmedia.com>
(from the drop down menu select Casino
Journal Buyers Guide)

Questions? Please contact Breanne Rozek at (248) 244-6259 or RozekB@bnpmmedia.com

ADDITIONAL OPTIONS

1" or 2" Target Ad in product section (please select product ad should accompany)

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size For 1":** (2" x 1") at least 300 pixels wide by 600 pixels deep
- **Size For 2":** (2" x 2") at least 600 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif

Social Media

Accepted platforms: you may have one for each platform all three included in price.

- Facebook
- Linked In
- Twitter

Mobile Tag

We will be contacting you for your mobile tag, should you wish to make your own we use only the Microsoft Mobile Tags at <http://gettag.mobi>

Deluxe Listing

4 Color Logo

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal) print quality
- **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
(we will resize for use online)

50 Word Description

- **Quantity:** 1
- **Format:** on form, or email or word document

Web Link

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

Premium Listing — All Inclusive

- 4-Color Logo
- 50 Word Description
- Web Link
- Product Spec Sheets (PDF)
- Online Color Product Photos
- Video
- 1" Target Ad in product section
- Social Media
- Mobile Tag

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

50 Word Description

- **Quantity:** 50 words or less
- **Format:** on form, or email or word document

Web Link

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

Product Spec Sheets (PDF)

- **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 Color Product Photos

- **Quantity:** 3
- **Resolution:** 72 dpi
- **Size:** at least 675 pixels wide by 600 pixels deep (or 2 1/4" x 2")
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS, JPG or Gif
- **Descriptive tile** for under photo online. Please limit to 25 characters if possible.

Video

TECHNICAL GUIDELINES: For further technical guidelines for videos please visit: <http://portfolio.bnpmmedia.com>

- **Quantity:** 1
- **Video Sizes:** 320 x 240 or 640 x 480 pixels
- **File Size:** 20MB
- **Running Time:** less than 2 minutes.
- **Formats:** Windows streaming media (WMV), QuickTime

1" Target Ad in product section (please select product ad should accompany)

- **Quantity:** 1
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (2" x 1") at least 300 pixels wide by 600 pixels deep
- **Color:** RGB Mode
- **Format:** Tif, PDF, EPS , JPG or Gif

Social Media

Accepted platforms: you may have one for each platform all three included in price.

- Facebook
- Linked In
- Twitter

Mobile Tag

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