



## STONE GUIDE SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by: **November 1**, to:  
<http://directories.bnpmmedia.com>  
(Select Stone World Stone Guide from the drop down)

Questions? Please contact Linda Stoll at (248) 244-6468 or [stoll@bnpmmedia.com](mailto:stoll@bnpmmedia.com)

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### Logo Plus Listing

#### *4 Color Logo*

**Quantity:** 1  
**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep  
**Color:** RGB Mode  
**Format:** Tif, PDF, EPS, JPG or Gif

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### Linked Listing

#### *Web Link*

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

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### Deluxe Listing

#### *4 Color Logo*

**Quantity:** 1  
**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep  
**Color:** RGB Mode  
**Format:** Tif, PDF, EPS, JPG or Gif

#### *Web Link*

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

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### Premium Listing

- *4-Color Logo*
- *Web Link*
- *Spec Sheet*
- *Online Color Product Shots*
- *Social Media*

#### *4-Color Logo*

**Quantity:** 1  
**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (2.25" x 2") at least 675 pixels wide by 600 pixels deep  
**Color:** RGB Mode  
**Format:** Tif, PDF, EPS, JPG or Gif

#### *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

#### *Online Color Product Shots*

**Quantity:** 3  
**Resolution:** 72 dpi  
**Size:** at least 675 pixels wide by 600 pixels deep (or 2/14" x 2")

**Color:** RGB Mode

**Format:** Tif, PDF, EPS, JPG or Gif

**Descriptive title** for under photo online. Please limit to 25 characters if possible.

### **Social Media**

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

- Facebook
- Linked In
- Twitter

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## **ADDITIONAL OPTIONS**

### **Bullseye Ad - 4 Color Ad (Print Only)**

**Quantity:** 1

**Resolution:** 300 dpi or better (600 optimal)

**Size:** (2.25" x 2") at least 675 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>

## **For Premium listees may add to their Premium for an additional \$350 any of the following:**

### **Banner Ads (if selected)**

**Quantity:** 5

**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 (if selected)**

**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) and SWF\*

### **Video (if selected)**

**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

## **TECHNICAL GUIDELINES:**

For further technical guidelines for online banner ads, tile ads or videos please visit: <http://portfolio.bnpmmedia.com>