



# Integrated Media Specifications

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## WEBSITE ADVERTISEMENTS – DISPLAY ADS

All web ads should be sent via email to the sales representative. Ads can typically be activated online on the day the completed ad information is received, unless the campaign start date is later.

### THE FOLLOWING INFORMATION MUST BE PROVIDED WHEN PLACING A WEB AD:

- 1) START date of ad campaign
- 2) END/ THRU date of ad campaign
- 3) Name of the BNP Media publication website the ad is to run on [with specific page(s) & location(s) within the page if applicable]
- 4) Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- 5) Web address that the ad should link to (target URL)

### SPECIFICATIONS:

AD SIZES:	<p>Leaderboard - 728x90 pixels*</p> <p>Medium Rectangle - 300x250 pixels*</p> <p>Full Banner - 468x60 pixels*</p> <p>Half Banner - 234x60 pixels*</p> <p>Skyscraper - 160x600 pixels*</p> <p><i>* Ads in current Flash formats are not iPhone/iPad friendly. We will include a browser detection tag so that if visitors come from one of these devices we can either serve up a standard gif style ad or can serve up a custom HTML 5 animated version. Additional charge would apply for HTML 5 design.</i></p>
POSITIONS:	Above ad sizes are available Run of Site (ROS) or in Rotation.
FILE SIZE:	40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
ANIMATION:	Within ad units: 30 seconds maximum without being re-initiated by the user.
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FILE FORMATS:	JPG, GIF (static or animated) and SWF (Adobe Flash, must include .FLA file) **
TECHNICAL GUIDELINES:	<p>*3rd Party Ad tags are accepted, please see list of approved 3rd Party tag platforms. Tags originating from any platform not on this list will need approval from Internet Manager, and clicks tracking can not be guaranteed.</p> <p>*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.</p> <p>*SWF-FLASH SPECIFICATIONS:</p> <ul style="list-style-type: none"> <li>-Must be published for Flash 8 plugin or lower.</li> <li>-Must have a clicktag encoded:             <pre>on(release) {   getURL(_root.clickTAG, "_blank"); }</pre> </li> <li>-A default gif or jpg must be submitted for visitors without Flash or JavaScript</li> <li>-Client must submit both .swf and .fla files, as well as any non-standard fonts used (Windows TrueType or Type 1 format).</li> <li>-Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).</li> </ul>



## RICH MEDIA

All web ads should be sent via email to the sales representative. Ads can typically be activated online on the day the completed ad information is received, unless the campaign start date is later.

### THE FOLLOWING INFORMATION MUST BE PROVIDED WHEN PLACING A RICH MEDIA AD:

- 1) START date of ad campaign
- 2) END/ THRU date of ad campaign
- 3) Name of the BNP Media publication website the ad is to run on [with specific page(s) & location(s) within the page if applicable]
- 4) Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- 5) Web address that the ad should link to (target URL)
- 6) Any exceptions to the below specifications will require Internet Manager approval.

### SPECIFICATIONS:

AD SIZES:	<p>Expandable Leaderboard - 728 x 90 (728 x 250 maximum size) *</p> <p>Floating Ad – Variable sizes (800 x 600 maximum size). *</p> <p>Expandable Skyscraper – 160 x 600 pixels (320 x 600 maximum size)*</p> <p>Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)*</p> <p>Countdown Clock - Variable sizes.*</p> <p><i>* Rich Media in current Flash formats are not iPhone/iPad friendly. We will include a browser detection tag so that if visitors come from one of these devices we can either serve up a standard gif style ad or can serve up a custom HTML 5 animated version. Additional charge would apply for HTML 5 design.</i></p>
FILE SIZES:	<p>For Expandable ads (leaderboard/skyscraper):</p> <p>120k TOTAL [40k initial file size, 80k additional file size (Polite Download)]</p> <p>For Floating ads (floating/page peel):</p> <p>240k TOTAL [80k initial file size, 160k additional file size (Polite Download)]</p>
ANIMATION:	<p>Within ad units: 30 seconds maximum without being re-initiated by the user.</p> <p>Floating Ads: 10 seconds maximum.</p>
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FILE FORMATS:	SWF* (Adobe Flash, must include .FLA file)
TECHNICAL GUIDELINES:	<p>*Expandable Leaderboard, Skyscraper and Page Peel ads will expand and then close on rollover/off.</p> <p>*3rd Party Ad tags are accepted, please see list of approved 3rd Party tag platforms. Tags originating from any platform not on this list will need approval from Internet Manager, and clicks tracking can not be guaranteed.</p> <p>*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.</p> <p>*SWF-FLASH SPECIFICATIONS:</p> <ul style="list-style-type: none"> <li>-Must be published for Flash 8 plugin or lower.</li> <li>-Must have a clicktag encoded: <pre> on (release) {   getURL(_root.clickTAG, "_blank"); } </pre> </li> <li>-A default gif or jpg must be submitted for visitors without Flash or JavaScript</li> <li>-Client must submit both .swf and .fla files, as well as any non-standard fonts used (Windows TrueType or Type 1 format).</li> <li>-Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.</li> <li>-Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).</li> </ul>



## WEBSITE SHOWROOMS

### SPECIFICATIONS:

COMPANY LOGO:	Format: JPG or GIF Colors: 256 colors or less, Resolution: 72 dpi Size: 15k (15,000 bytes) or less Dimensions: 200 Pixels wide
IMAGE:	Quantity: up to 3 total images Format: JPG or GIF Colors: 256 colors or less, Resolution: 72 dpi Size: 15k (15,000 bytes) or less Dimensions: 300 x 300 pixels
WORD COUNT:	200 words
CONTACT INFO:	Company Name Address Phone Fax Email Address Website URL

## WHITE PAPERS

### SPECIFICATIONS:

SIZE:	4-10 pages (larger files will be evaluated)
SYNOPSIS:	50 – 200 word synopsis of white paper
FORMAT:	PDF or Word Doc
COMPANY LOGO:	Format: JPG or GIF, Colors: 256 colors or less, Resolution: 72 dpi Size: 15k (15,000 bytes) or less Dimensions: 200 pixels wide
WEB SITE AD:	300 x 250 pixels sponsored ad
CONTACT INFO:	Company Name Address Phone Fax Email Address Website URL



## E-NEWSLETTERS

### THE FOLLOWING INFORMATION MUST BE PROVIDED WHEN PLACING AN E-NEWSLETTER AD:

- 1) START date of ad campaign
- 2) END/ THRU date of ad campaign
- 3) Name of the BNP Media publication website the ad is to run on [with specific page(s) & location(s) within the page if applicable]
- 4) Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- 5) Web address that the ad should link to (target URL)

### SPECIFICATIONS:

STANDARD AD SIZES:	Banner ad - 468 x 60 pixels Tile ad - 125 x 125 pixels Skyscraper ad - 160 x 600 pixels or 120 x 600 pixels
CUSTOM AD SIZES:	Banner ad - 468 x 60 pixels Skyscraper ad - 160 x 600 pixels or 120 x 600 pixels Vertical Rectangle: 240 X 400 pixels Medium Rectangle: 300 X 250 pixels <i>(Sizes may not be available on all brands. Ask your rep for details.)</i>
FILE SIZE:	40k (40,000 bytes) or less – Banner ad, Tile ad
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FORMAT:	JPG or GIF/Animated GIF only; No Flash files in eNewsletters

## PRODUCTS OF THE MONTH

### SPECIFICATIONS:

WORD COUNT:	100 Words or Less
IMAGES:	Number of Images: 2 (1 product and 1 company logo) Format: JPG or GIF, Colors: 256 colors or less, Resolution: 72 dpi Size: 15k (15,000 bytes) or less
CONTACT INFO:	Company Name Address Phone Fax Email Address Website URL



## PODCASTS

### SPECIFICATIONS:

FORMAT:	.mp3
FILE SIZE:	2MB
RUNNING TIME:	Less than 2 minutes (for longer podcasts please contact your sales person)

## VIDEO

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

### SPECIFICATIONS:

VIDEO SIZES (dimensions):	320 x 240 pixels (Please request this size so that we can shrink for Homepage) 275 x 250 pixels (Homepage video)
FILE SIZE:	20MB
RUNNING TIME:	Less than 5 minutes (for longer Videos please contact your sales person)
FORMATS:	Windows Streaming Media (WMV), Quicktime, Flash Streaming (FLV)

## DIGITAL MAGAZINES *(Specs provided by Bluetoad)*

### SPECIFICATIONS:

ROTATING ADS:	Wide Skyscraper – 160x600, Skyscraper – 120x600, Leader Board – 728x90 Format: JPG or PNG, and SWF Colors: 256 colors or less, Resolution: 72 dpi Size: 40k (40,000 bytes) or less Animation: Within ad units: 30 seconds maximum, without being re-initiated by the user. 15 seconds maximum for total animation
ADDITIONAL INFO:	A) Full Page Magazine Advertisement, Provided as PDF B) Logo with link to website Standard Toolbar: 100x35 Animated Icons Toolbar: 65x65 Publisher: 265x65 iPhone: 64x64 C) Video (Video must be uploaded in a FLV format/Audio must be uploaded in MP3 format) D) Flash Animations Format: Flash 9 files. Must supply both files SWF and FLA White Space: Make sure there is no white space around the edge of the flash animation. Use a transparent background to define the correct area of the animation.



## ONLINE DIRECTORIES PREMIUM PACKAGE

### SPECIFICATIONS:

SPEC SHEETS:	File Format: Low-Res PDF (preferred); Word Doc Recommended File Size: 200k Colors: Color or Black & White Accepted
ONLINE MINI ADS/PRODUCT PHOTOS:	Ad Sizes: Photos – Max size: 200 pixels wide; Mini Ads – 400-600 pixels wide for 1; 200 pixels wide each for 2 or 3. Format: JPG or GIF File Size: 20k or less Colors: 256 colors or less Resolution: 72 dpi URL: May submit a product specific URL for the ad or photo to link to Photo Title: Include a title for each photo – max 25 characters (not applicable for mini ads) <b>*If the package purchased includes using the mini ad/product photo in print also, please use the print specifications for your submission.</b>  For questions about Premium Packages, please contact <a href="mailto:directories@bnpmedia.com">directories@bnpmedia.com</a> .
OTHER:	For Video, Banner Ads or Tile Ad Specs, please see standard BNP Media specs above.

## MICROSITES

*A page or set of pages within a publication website dedicated to the content about an advertiser. Content may be provided by the advertiser or re-used from elsewhere on the website.*

### SPECIFICATIONS:

BASIC INFO NEEDED PRIOR TO DESIGN AND BUILD:	Before a microsite can be created and built, our web designers need to have an idea what the client's expectations are for their microsite (to promote their company or product, link back to their site, etc.) and if there are specific sales goals/contracts in place for the project. Once this is established, the more images, graphics, rough layouts, electronic content and examples that can be provided, the easier and quicker it will be for the web designers to layout, and the web group to build the microsite.  FOR EXAMPLES OF LIVE MICROSITES, PLEASE VISIT OUR ONLINE PORTFOLIO.
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## WEBINARS

### SPECIFICATIONS:

#### Deadline: 12 weeks before the webinar date

TOPIC TITLE:	Should grab the attention of the audience and summarize the event's topic in 10 words or less.
DESCRIPTION:	A 100 word description/overview of the webinar being presented. Include 4 bullet point benefits of attending the webinar along with key points being discussed.
SPEAKER INFO:	The name and title of the speaker(s). A short Bio (50 words) of each speaker along with a head shot photo (300dpi, TIFF or EPS format). Contact info of each speaker (email and phone number).
COMPANY INFO:	300 DPI logo in Tiff or EPS format, along with the companies website address.
PRE-QUALIFYING QUESTIONS:	Multiple choice questions that will help target registrants for your sales/marketing purposes. (Optional)

#### Deadline: 2 weeks before webinar date

POLLING QUESTIONS:	Multiple choice or true/false questions that will be presented to the audience during the presentation. Each question may have up to 6 possible answers. (Optional)
SURVEY QUESTIONS:	Multiple choice, true/false or open-ended questions delivered to the attendee at the end of the presentation. <i>Example:</i> <a href="http://event.on24.com/eventManager/presentation/survey.jsp?eventid=98421&amp;sessionid=1&amp;key=C62EE1DB66F8ED61AFBFD836B54C6DA9&amp;survey=survey1&amp;mode=preview">http://event.on24.com/eventManager/presentation/survey.jsp?eventid=98421&amp;sessionid=1&amp;key=C62EE1DB66F8ED61AFBFD836B54C6DA9&amp;survey=survey1&amp;mode=preview</a>
PLANT QUESTIONS:	Backup questions to use during the Q&A session should not enough audience questions be submitted.
POWER POINT PRESENTATION:	The presentation slides presented by the speaker(s). Presentation should last around 40 minutes with 20 minutes left for Q&A.
DIRECT DIAL BACK NUMBER:	Phone number of presenter to call in case of any technical issues during the live event.
TEST YOUR SYSTEM:	<a href="http://event.on24.com/utills/diagnostics.html">http://event.on24.com/utills/diagnostics.html</a>

## PHOTO GALLERY

### SPECIFICATIONS:

TITLE OF GALLERY:	5-7 words.
DESCRIPTION OF GALLERY:	Max 40 words.
PHOTOS:	<p><i>Need two sizes of each photo:</i></p> <p><u>Lead Image</u> – 615 x 350. For vertical images, height should be at 350 pixels, and the width may be less than the 615 height provided the width is less than 615.</p> <p><u>Thumbnail</u> – 100 x 67 (this may be only a part of the image)</p> <p><i>Should be web ready images in .jpg, .gif or .png format at 72 dpi resolution.</i></p>
NUMBER OF PHOTOS:	Max 20 photos.
CAPTIONS:	Max 45 words. May include a url to hyperlink to.

## INDUSTRY LINKS

*Industry Links are various companies with corporate contact information of interest to the publication's industry. The links are often subdivided into sections to address various interests within the industry.*

### SPECIFICATIONS:

CONTACT INFO:	Company Name Address Phone Fax Email Address Website URL
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## Contact Us

### CORPORATE

BNP MEDIA  
2401 W. BIG BEAVER RD.  
SUITE 700  
TROY, MI 48084

**248-362-3700**

[WWW.BNPMEDIA.COM](http://WWW.BNPMEDIA.COM)

### CUSTOM MEDIA

CHRIS WILSON  
BUSINESS DEVELOPMENT MANAGER  
[WILSONC@BNPMEDIA.COM](mailto:WILSONC@BNPMEDIA.COM)

**248-244-8264**

[HTTP://CUSTOMMEDIA.BNPMEDIA.COM](http://HTTP://CUSTOMMEDIA.BNPMEDIA.COM)

### MARKET RESEARCH

[INFO@CLEARSEASRESEARCH.COM](mailto:INFO@CLEARSEASRESEARCH.COM)

CLEAR SEAS RESEARCH  
2401 W. BIG BEAVER RD.  
TROY, MI 48084

**248-786-1683**

[WWW.CLEARSEASRESEARCH.COM](http://WWW.CLEARSEASRESEARCH.COM)

### WEB STATISTICS ASSISTANCE

NIKKI SMITH  
ONLINE DEVELOPMENT DIRECTOR  
[SMITHN@BNPMEDIA.COM](mailto:SMITHN@BNPMEDIA.COM)

**248-244-6479**

### TECHNICAL ASSISTANCE

JAMES WHITE  
INTERNET MANAGER  
[WHITEJ@BNPMEDIA.COM](mailto:WHITEJ@BNPMEDIA.COM)

**248-786-1673**



## Still not sure who to contact?

SEND US AN EMAIL: [PORTFOLIO@BNPMEDIA.COM](mailto:PORTFOLIO@BNPMEDIA.COM) OR CONTACT YOUR PARTICULAR BRAND SALES REP FOR MORE INFORMATION.