

# Roofing Contractor

## 2010 ROOFING RESOURCE SPECIFICATIONS FOR ENHANCEMENT MATERIALS

Please upload your materials by **October 29, 2009** to: <http://directories.bnpmmedia.com> (Select Roofing Contractor Roofing Resource)

Questions? Contact Kristina Lorio at (248) 786-1579 or [loriok@bnpmmedia.com](mailto:loriok@bnpmmedia.com)

### Logo Package/Deluxe Package\*

#### 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, EPS, JPG

### Mini Ad/Product Shot (Print Only)

**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, EPS, JPG

### Premium Package\*

#### 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, EPS, JPG

#### Product Shot (print and online)

**Quantity:** 3 (one product shot per CSI code)  
**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, EPS, JPG

#### 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

## Premium Plus Package\*

### 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, EPS, JPG

### Product Shot (print and online)

**Quantity:** 3 (one product shot per CSI code)  
**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, EPS, JPG

### 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

### RFP

Manufacturer Section Only  
Specify an email address to which you would like the RFP leads sent.

### Your choice of one of the following options:

#### Banner Ads (if selected)

**Quantity:** 3  
**Resolution:** 72 dpi  
**Size:** 468 x 60 pixels  
**Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG, GIF, and SWF  
**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, GIF, and SWF  
**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)

#### Video (if selected)

**Quantity:** 1  
**Video Sizes:** 320 x 240 or 640 x 480 pixels  
**File Size:** 20MB  
**Running Time:** less than 5 minutes.  
**Formats:** Windows streaming media (WMV), QuickTime, Flash Video (SWF), Flash Streaming (FLV)  
**Also Accepted:** embedded video links from your URL, we can link to your embedded video on a specific page of your website.

*\*Deluxe, Premium and Premium Plus Packages also include a Hot Link to your website online*