



## Material Spec Sheet

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Please upload your materials to: <http://directories.bnpmmedia.com>  
(Select Food Master Equipment or Ingredient Section from drop down)

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

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### Cataloger Package Materials

<b>Print Logo:</b>	<b><i>Cataloger Basic Package, Cataloger Premium Package, Cataloger Carousel Package</i></b> Black and White Company Logo Size: 675 pixels wide or larger Format: jpg, eps, tif Resolution: 300 dpi or larger
<b>Online Profile Page:</b>	<b><i>Cataloger Basic Package, Cataloger Premium Package, Cataloger Carousel Package</i></b>
<i>Color Logo:</i>	Size: 200 pixels wide Format: gif, eps, jpg Resolution: 72 dpi
<i>Documents:</i>	No larger than 5 MB; pdf format
<i>About Us:</i>	50-word company description
<i>Social Media Links:</i>	Facebook, Twitter, LinkedIn, YouTube, Instagram
<b>Product Leaderboard:</b>	<b><i>Basic Cataloger Package (1 Leaderboard Ad) , Premium Cataloger Package (3 Leaderboard Ads), Cataloger Carousel Package (5 Leaderboard Ads)</i></b> Size: 728 x 90 pixels (200KB) <b>AND</b> 320 x 50 pixels (50KB) mobile responsive Colors: 256 or less Resolution: 72 dpi Format: jpg, gif (static or animated), HTML5, Third Party Ad Tags* <i>*3rd party ad tags are accepted, provided the ad already functions correctly as rich media (expands/contracts, working close button, etc.)</i> Select Product Code(s) from Product Listing Booklet

- Product Highlights:** *Cataloger Premium Package and Cataloger Carousel Package*  
Size: 200 pixels wide  
Format: gif, eps  
Resolution: 72 dpi  
Text: Title and 50 word product description
- Video:** *Cataloger Premium Package and Cataloger Carousel Package*  
Video Size: Up to 1920 x 1080 pixels  
File Size: Under 2GB  
Format: mp4, mov, wmv, flv, mpg, avi
- Homepage Carousel:** *Cataloger Carousel Package*  
Size: 575 x 380 pixels  
Format: jpg, gif, eps  
Resolution: 72 dpi  
Header Text: 30 characters or less  
Description: 50 words (appears when hover over ad)
- [Cannabis Products Deluxe Package \(New in 2020\)](#)**
- Print Logo:** Black and White Company Logo  
Size: 675 pixels wide or larger  
Format: jpg, eps, tif  
Resolution: 300 dpi or larger
- Online Color Logo:** Size: 200 pixels wide  
Format: gif, eps, jpg  
Resolution: 72 dpi
- Product Leaderboard:** 1 Leaderboard Ad online under Cannabis Product category of your choice  
Size: 728 x 90 pixels (200KB) **AND** 320 x 50 pixels (50KB) mobile responsive  
Colors: 256 or less  
Resolution: 72 dpi  
Format: jpg, 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.)*  
Select one product category from Product Listing Booklet