



## 2011 ICS Cleaning Specialist MATERIAL SPECIFICATIONS FOR BUYERS GUIDE MATERIALS

Please upload your materials by: **May 11** to: <http://directories.bnpmmedia.com>  
(Select ICS Directory and Buyers Guide in the drop down)  
Questions? Please contact Linda Zdun at (248) 244-6489 or [zdunL@bnpmmedia.com](mailto:zdunL@bnpmmedia.com)

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### Logo listing

#### 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:** 4 Color (RGB Mode if color upgrade purchased)  
**Format:** Tif, PDF, EPS or JPG

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### Linked Listing

#### HotLink

**Quantity:** 1  
Company web address  
Company email address

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### Deluxe Listing

#### 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:** 4-Color (RGB Mode if color upgrade purchased)  
**Format:** Tif, PDF, EPS or JPG

#### WebLink

**Quantity:** 1  
Company web address

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### Premium Listing

#### 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 or JPG

#### WebLink

**Quantity:** 1  
Company web address

#### Line Card

**Quantity:** 1  
**Resolution:** Low Resolution PDF (preferred) or Word document  
**Recommended Size:** 200K or less  
**Color:** Color or Black & White accepted  
**Format:** PDF or Word document

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## Additional Options

### Branch Logos

**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

### 4" Branch Mini Ad B&W or Color

**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (4" x 4") at least 675 pixels wide by 600 pixels deep  
**Color:** 4-Color (RGB Mode if color upgrade purchased)  
**Format:** Tif, PDF, EPS or JPG

### Banner Ads

**Quantity:** 1  
**Resolution:** 72 dpi  
**Size:** 468 x 60 pixels  
**Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG, and GIF  
**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)

### Tile Ad

**Quantity:** 1  
**Resolution:** 72 dpi  
**Size:** 125 x 125 pixels  
**Recommended File Size:** 40k (40,000 bytes) or less initial download – JPG, and GIF  
**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)

### Video

**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), Flash Streaming (FLV)

### Mini Ad 2" B&W or Color

**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (2" x 2") at least 675 pixels wide by 600 pixels deep  
**Color:** 4-Color (RGB Mode if color upgrade purchased)  
**Format:** Tif, PDF, EPS or JPG

### Mini Ad 4" B&W or Color

**Resolution:** 300 dpi or better (600 optimal)  
**Size:** (4" x 4") at least 675 pixels wide by 600 pixels deep  
**Color:** 4-Color (RGB Mode if color upgrade purchased)  
**Format:** Tif, PDF, EPS or JPG

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## TECHNICAL GUIDELINES:

\*All ads should be coded so that click-thrus launch a new browser window using target="\_blank".

\*3<sup>rd</sup> Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.

\*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.

-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).