THE NATIONAL PROVISIONER

Directory Enhancements & Specifications

Logo (Print, Digital and Online)
- **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:** Tiff, PDF, EPS or JPG

Mini Ad (Print and Digital)
In-column ad that appears under your chosen product category.
*Height is equal to number of inches purchased.
- **Resolution:** 300 dpi or better (600 optimal)
- **Size:** (* x 1 ½") at least 675 pixels wide
- **Format:** tif, pdf, eps, jpg

NOTE: Please be sure to supply us with the product code from your listing information where you want your mini ad placed

50-Word Description (Online)
Brief description of your company that will be posted in your online listing.

Social Media Icons (Online)
Url to each specific page for your company. Only one url allowed per social media platform (Facebook, Twitter, LinkedIn, YouTube and Instagram)

Product Photos (Online)
- **Resolution:** 72 dpi
- **Size:** 900 x 550 pixels
- **Format:** gif, jpg
- **Text:** Title and 30-word description with custom URL for each
- **Quantity:** Three (3)

Spec Sheets (Online)
PDF file that describes or gives specifications of your product.
Up to 3 Spec Sheets to appear in your profile page.
- **Resolution:** Low Resolution pdf
- **Format:** pdf or Word document
- **Text:** Title and 30-word description for each
- **Quantity:** Three (3)

Leaderboard Ad (Online)
Product specific banner ads appear online every time those products are accessed.
- **Resolution:** 72 dpi
- **Size:** 728 x 90 pixels (200KB) **AND** 320 x 50*(50KB) pixels mobile responsive
- **File Format:** jpg, png, gif (static or animated), HTML5, Third Party Ad Tags.
- **Product Codes:** 1 Product Code number selected from Product Category List

* THIS APPLIES TO MOBILE RESPONSIVE CREATIVE ANIMATION/LOOPING: NO Flash animation, only gif animation accepted. Gif animation duration should be 15 sec.

Video (Online)
- **Video Sizes:** up to 1920 x 1080 pixels
- **File Size:** Under 2gb
- **Running Time:** less than 5 minutes.
- **Formats:** .mp4, .mov, .wmv, .flv, .mpg, .avi
- **Text:** Title and 30-word description
- **Also Accepted:** embedded video links from your URL; we can link to your embedded video on a specific page of your website.