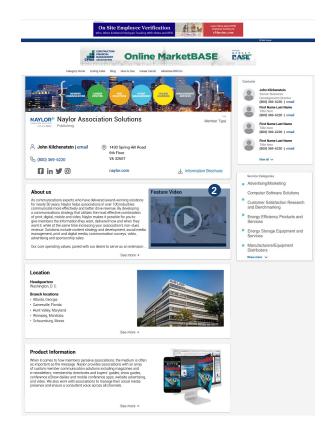# PREMIER LISTINGS vs. BASIC LISTINGS

Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- Company Header image
- **Company Contacts**
  Up to five with separate title, e-mail, phone number, and headshot for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active E-mail
- Information brochure download (PDF)
- Active Facebook, Twitter, and LinkedIn links

- **Product/Service Category Listings**
  - Includes five categories of your choice
  - Additional categories available for $50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ search engine optimization
- Ability to link to your purchased level 2 and 3 content marketing opportunities

Upgrade Opportunities:

1 Guaranteed position with category sponsorship

2 Add a video to your listing

Basic Listing includes:

- Company Name
- Company Contact
  - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active E-mail
- Product/Service Category Listing
  - Limited to one category
  - Assigned by association

PREMIER LISTING CHECKLIST

BELOW IS A CHECKLIST OF ALL ELEMENTS REQUIRED IN ORDER TO PROCESS YOUR PREMIER LISTING.

❑ **Company Name**

❑ **Company Logo (240 x 120 pixels)**
We accept JPEG format. Maximum file size 100 kb. 72 dpi or higher. Contact your sales rep for logo creation services if needed. Your logo will link to your website.

❑ **Company Header Image (1036 x 240 pixels)**
We accept JPEG or GIF format. Maximum file size 100 kb. 72 dpi or higher.

❑ **Information Brochure (Optional)**
We accept PDF format. Maximum file size 1 MB.

❑ **Company Contacts (Up to five)**
Please include position title, phone number, e-mail address, and **headshots at 50 x 50 pixels**. All e-mail addresses will be hyperlinked and active.

❑ **Company Description**
This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.* We accept TXT or DOC format. No styling outside bold, italic, and underline. No hyperlinks.
Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive.

❑ **Website Activation**
Please provide us with the **website, Facebook, Twitter, and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

❑ **Product/Service Categories**
All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for $50 each.*

❑ **Product Image (240 x 240 pixels) and Description**
Maximum file size 100 kb. We accept JPEG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

❑ **Video Upgrade – Additional cost may apply (Optional)**
- YouTube & Vimeo embed URLs accepted.
- Videos can be up to five minutes long (max file size of 50 MB).
- Creative Accepted: .MP4, .MOV, and .AVI.
- Customer-supplied video URL Links are accepted and can be streamed through Naylor's video player. There is no limit to file size or video length if client supplies the embed code for a video housed on YouTube.

❑ **Category Sponsorship Video (Included with your category sponsorship purchase)**
- YouTube & Vimeo embed URLs accepted.
- Videos can be up to five minutes long (max file size of 50 MB).
- Creative Accepted: .MP4, .MOV, and .AVI.
- Customer-supplied video URL Links are accepted and can be streamed through Naylor's video player. There is no limit to file size or video length if client supplies the embed code for a video housed on YouTube.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

ONLINE SPECIFICATIONS

MARKETBASE - DISPLAY ADVERTISEMENT

Super Leaderboard

- 970 x 90 pixels
- JPEG or GIF accepted
- Max file size 100 kb

Skyscraper

- 160 x 600 pixels
- JPEG or GIF accepted
- Max file size 100 kb

Large Rectangle

- 300 x 250 pixels
- JPEG or GIF accepted
- Max file size 100 kb

Product Showcase

- 175 x 120 pixels
- JPEG or GIF accepted
- Max file size 100 kb
- Includes one graphic and one line of text

Premier Listing Video Upgrade

- 400 x 300 pixels
- Runtime: Five Minutes Maximum
- .MP4, .MOV, and .AVI accepted
- Max file size 50 MB

MARKETBASE - CONTENT MARKETING SPECS

Sponsored Content

PLACEMENT: The Sponsored Content article will have guaranteed display placement on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the content feed, searchable by keyword.

SPECS:
- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- One featured image can be included, as well as one company logo (size will scale down to fit website columns).
- Featured image will show full-size on the article, but will appear in a thumbnail-size on the main content feed.
- Multiple hyperlinks can be included.

Content Guidelines:

- Content should be geared toward a relevant industry topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

Native Advertising

PLACEMENT: The Native Advertising option will be placed within the main content feed of the MarketBASE site, displayed in order of publish date, where it will continue to live on the site indefinitely in the content feed, searchable by keyword.

SPECS:
- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50-70 words
- One call to action link
- One featured image (size will scale down to fit website columns)

Content Guidelines:

- Native Advertising content should be geared to a product/service of the advertiser, relevant to the industry of the online buyers' guide.
- Native content is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc. It is displayed in true text format, and should not require Association review or approval prior to posting.

For the latest online specs, please visit www.naylor.com/onlinespecs.