

# PREMIER LISTINGS VERSUS 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, email, phone number and headshot for each person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- 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

Visit <https://www.naylor.com/marketbasespecs> for complete specs.

## 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 Email
- 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 JPG format. Maximum file size 100KB. 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 JPG or GIF format. Maximum file size 100KB. 72 dpi or higher.

**Information Brochure (Optional)**

We accept PDF format. Maximum file size 1MB.

**Company Contacts (Up to five)**

Please include position title, phone number, email address and **headshots at 50 x 50 pixels**. All email 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 email 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 100KB. We accept JPG 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)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI.

**Category Sponsorship Video (Included with your category sponsorship purchase)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI.

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.

Visit <https://www.naylor.com/marketbasespecs>  
for complete specs.