



The Business Information
Association, a division of SIIA

CONNECTIV PARTNER DIRECTORY

Sponsorship Opportunities

Standard Specs:

- Partner supplies
- Creative accepted: JPG / GIF /
- If supplying Third Party Tags, we only accept Javascript Tags (see below for exclusions) with complete image path name and complete URL destination. Double check the URL destination to make sure it works
- Movie files are NOT accepted. No MP4, AVI, MOV, etc. (See exclusions below).
- Max file size 100KB
- File must be created/saved in RGB color mode. (Most digital graphics and photos are already in RGB mode; check this by viewing the file properties.)
- File must be a minimum 72 dpi
- Animation must be no longer than 25 seconds (this includes multiple loops).
- Animation should stop on the last frame OR a stop action will be applied. No continuous loops
- Font size should be a minimum of 10pts for legibility purposes depending on the font family

Standard OBG Message Sizes:

**Leaderboard (728 x 90 pixels) Connectiv Member - \$200/ month &
Non- Connectiv Member - \$500/month**

**Large Rectangle (300 x 250 pixels) Connectiv Member - \$100/month &
Non-Connectiv Member - \$300/month**

**Premier Listing Specs: Connectiv Member - \$500 for 12 months for &
Non-Connectiv Member - \$1500 for 12 months**

- Company description is supplied by the client by a text document.
- Naylor will format text.
- Fonts will remain plain but bold, italics and underline will be allowed.
- No hyperlinks allowed.
- All text remains black. Coloured text will not be allowed.
- Logo is standard on all Premier Listing types. Client must be supply a high quality logo (72 dpi or better).
- Don't have a logo? Check with your Naylor Sales Representative for logo creation services.
- Premier has three graphic components, please see instructions and specs below.

Logo (240 x 120 pixels)

- Supplied by client
- Creative accepted: JPG Only
- Logo must be clear and high quality (72dpi or better)
- Max file size 100KB.
- Third Party Tags: Not accepted
- Logo creation services available at an additional cost

Product Picture (240 x 240 pixels)

- Naylor will create or Partner/Agency supplies
- Creative accepted: JPG (static), GIF (animation)
- SWF/Flash files are not accepted
- Partner supplies images of their product(s). Not to be confused with an online banner. NO TEXT or contact information allowed
- Third Party Tags: Not accepted. However URL click trackers are acceptable
- Product Picture description (500 character limit) is supplied by the client by a text document
- No text formatting allowed

Video (400 x 300 pixels) (Upgrade - \$300 members and \$500 non-member)

- This is optional and an additional cost. Please check with your Naylor Sales rep for more details.
- Creative Accepted: MP4, MOV and AVI (all movie formats accepted as long as they can be converted to Flash Video Files)
- Movie duration: up to 5 minutes in length
- Max file size 50MB
- VALID customer supplied YouTube URL Links are accepted and can be streamed through Naylor's video player