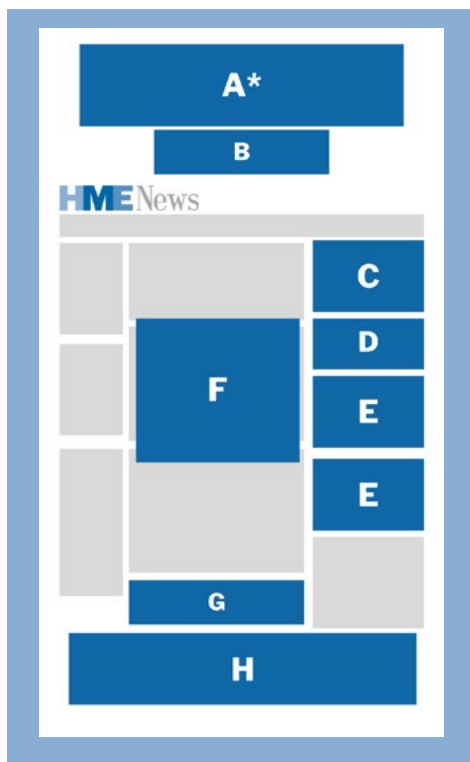


2025 AD SPECS

eMedia

HMEnews.com

Digital AD SPECS



A BILLBOARD* 970 x 250 pixels (px)

B TOP LEADERBOARD 728 x 90 px

C TOP POSTER 300 x 250 px

C VIDEO TOP POSTER 300 x 250 px
static image & YouTube URL embed link
(<5 minutes)

E POSTER 300 x 250 px
*Poster ads will rotate through two positions
as outlined to the left.*

F POP-UP 500 x 500 px

G BOTTOM LEADERBOARD 728 x 90 px

H STICKY FOOTER 970 x 90 px

*URL must be supplied with all ad materials
listed above.*

D PODCAST*

HME News in 10 is hosted by our editors in a convenient 10–15 minute podcast focused on the latest industry trends.

Package includes short advertisement read at the podcast intro, logo on landing page, ad on email sent to 8.6K subscribers, web poster (30 days) & podcast archive. Monthly sponsor must supply company name, hi-res logo, URL sponsor introduction.

Our team will develop a web poster (30 days) & eNews ad banner per the client-supplied assets.

Sponsor-developed podcast will include all listed above & feature a team member (1), client to supply featured team members headshot.

WHITE PAPER CAMPAIGN*

REQUIRED AD SPECS White Paper PDF, promo details: title, summary with bulleted highlights (3), up to 3 questions- added to gated user form (optional), company name, hi-res logo, URL, client-contact name & email address for post-event report.

WEBCAST*

REQUIRED AD SPECS due 80 days prior to live date: confirmed date & time, title, description with why to attend bullets (3), presenter bio(s), headshot(s), company name, title & email (internal use), sponsor's company name, contact, email, hi-res logo & URL. Optional items can be sent up to 30 days prior to event: poll questions (3), questions for registration form (3) & handout/PPT (3).

BLIND MARKET SURVEY*

REQUIRED AD SPECS due 2 weeks prior to release: survey questions (limited to 15 total) & contact name, email & phone for post-event results.

CALENDAR EVENT LISTING

REQUIRED AD SPECS event title, dates, summary, registration or event link & hi-res logo.

Max file size of gif or jpeg is 50K, 15-second animation limit (3-loop max). Send eMedia materials to cdaggett@hmenews.com & pmacijauskas@unitedpublications.com. Any manipulation work that needs to be done to submitted digital files will be billable at \$195/hour, with a one-hour minimum charge.

* Indicates exclusive monthly ad.

2025 AD SPECS

eNews

EMAIL MARKETING

NewsWire AD SPECS

FULL-SIZE BANNERS*

640 x 90 px with associated URL
Includes premier, primary, secondary & tertiary.

HALF-SIZE BANNERS

315 x 90 px with associated URL

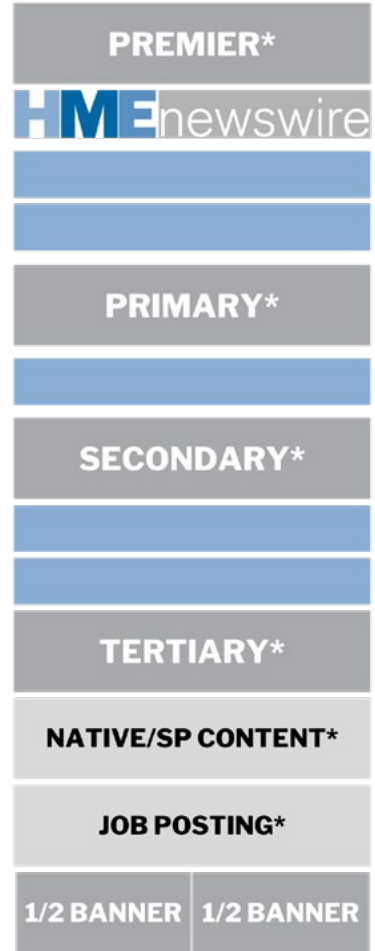
NATIVE & SPONSORED CONTENT*

Native offering will feature a preview of the client-supplied content via 1x Newswire release as displayed above. Newswire clicks will direct to full article on HMENews.com.

Sponsored Content will display as a preview in 3 consecutive Newswire weekly releases, promoted via a dedicated email to 2K audience. Clicks via preview will direct users to full article on HMENews.com.

NATIVE/SPONSORED CONTENT AD SPECS Headline, up to 600-word story & optional byline, photo, link to resource.

*Exclusive ad.



TARGETED eNEWS: HME Newsbreak, Top 5, Most Read & Smart Talk

Each targeted eNews release offers a top & bottom banner.

REQUIRED AD SPECS 640 x 90 px with associated URL *Same size for top & bottom banners.*

BRAND SPOTLIGHT DEDICATED eNEWS

REQUIRED AD SPECS Subject line, 600 px wide gif or jpeg, hi-res logo, headline, URL & up to 200-word copy (including bullets).

Note: Assets must be sent as individual files. Proof provided one week before release. Post-proof revisions charged at \$195/hour

2025 AD SPECS

PRODUCT *Spotlight* **FREE PRODUCT PROMOTION**

Free to our advertisers! Click [here](#) to feature your product(s) in the product spotlight section of our monthly issue. **Note:** Only one product per company will be listed per category. The same product cannot be featured in multiple categories/monthly product spotlight. Product categories details are listed per monthly product spotlight via the submission [link](#).

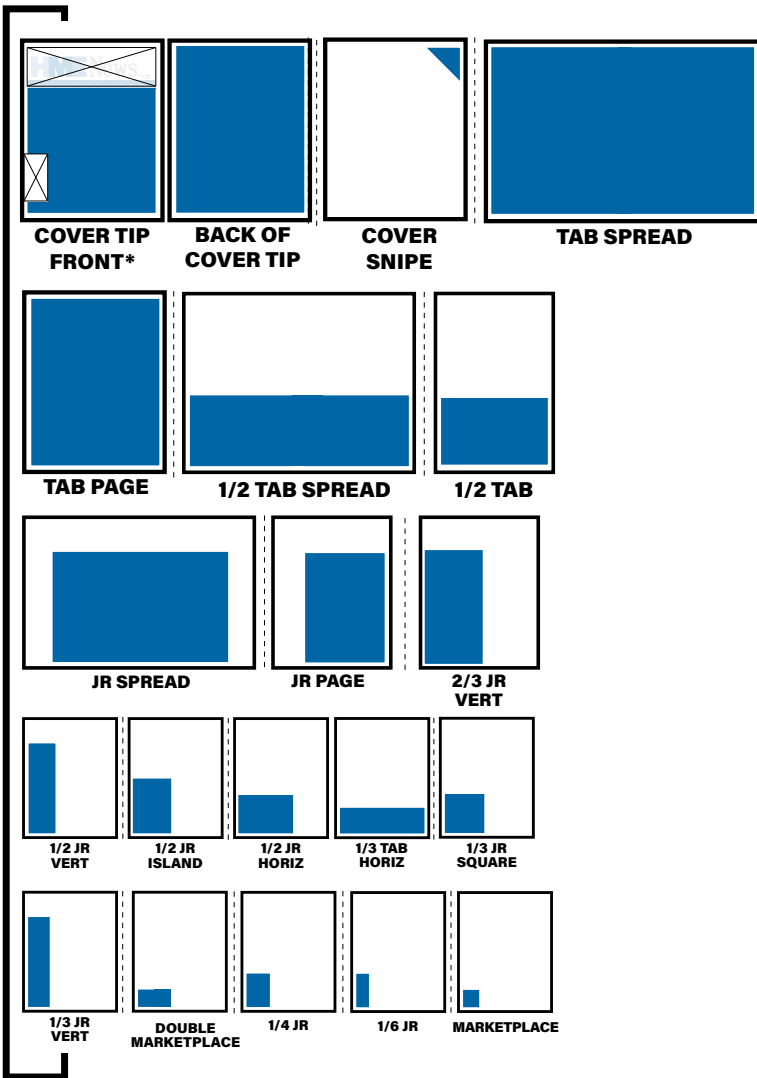
2025 EDITORIAL CALENDAR

JANUARY AD CLOSE • 12/5/24 AD DUE • 12/10/24 PRODUCT SPOTLIGHT COMPLEX REHAB (CRT) Wheelchairs, seat/position systems, cushions, accessories, etc. SPECIAL FEATURE MEDTRADE PRE-SHOW ISSUE DIGITAL EDITION ONLY DIGITAL BONUS DISTRIBUTION ADMEA Jan 14-15 Greensboro, NC	FEBRUARY AD CLOSE • 1/7/25 AD DUE • 1/10/25 PRODUCT SPOTLIGHT HOME MEDICAL SUPPLIES Glucose monitors, CGMs, diabetic supplies, patient apps, wound care, incontinence, etc. BONUS DISTRIBUTION MEDTRADE Feb 18-20 Dallas, TX	MARCH AD CLOSE • 2/6/25 AD DUE • 2/11/25 PRODUCT SPOTLIGHT RESPIRATORY Ventilators, oxygen, pulse oximeters, patient apps, etc. SPECIAL FEATURE MEDTRADE POST-SHOW ISSUE
APRIL AD CLOSE • 3/7/25 AD DUE • 3/12/25 PRODUCT SPOTLIGHT BUSINESS SYSTEMS Business management, billing, doc, compliance, patient co-pay collections, etc. BONUS DISTRIBUTION MAMES Apr 23-25 Des Moines, IA	MAY AD CLOSE • 4/7/25 AD DUE • 4/10/25 PRODUCT SPOTLIGHT MOBILITY Wheelchairs, scooters, lifts, cushions, ramps, accessories, etc.	JUNE AD CLOSE • 5/5/25 AD DUE • 5/8/25 PRODUCT SPOTLIGHT PEDIATRICS DME, CRT/mobility, oxygen, nebulizers, soft goods/disposables, etc. BONUS DISTRIBUTION HEARTLAND Jun 9-11 Waterloo, IA
JULY AD CLOSE • 6/6/25 AD DUE • 6/11/25 PRODUCT SPOTLIGHT SLEEP THERAPY PAP machines, masks, supplies, monitors, home tests, patient apps, etc. DIGITAL EDITION ONLY	AUGUST AD CLOSE • 7/7/25 AD DUE • 7/10/25 PRODUCT SPOTLIGHT BARIATRICS Walkers, beds, wheelchairs, cushions, lifts, etc.	SEPTEMBER AD CLOSE • 8/7/25 AD DUE • 8/12/25 PRODUCT SPOTLIGHT ORTHOTICS & PROSTHETICS (O & P) Off the shelf orthotics, compression, supports, shoes, sports meds, etc.
OCTOBER AD CLOSE • 9/8/25 AD DUE • 9/11/25 PRODUCT SPOTLIGHT WOMEN'S HEALTH Maternal, mastectomy-related products/garments, wigs, body care, etc. BONUS DISTRIBUTION MAMES Oct 1-3 Welch, MN HME NEWS BUSINESS SUMMIT Oct	NOVEMBER AD CLOSE • 10/6/25 AD DUE • 10/9/25 PRODUCT SPOTLIGHT HOME ACCESS & SAFETY Ramps, lifts, beds, ADLS, bathroom commodes, benches, bars, etc.	DECEMBER AD CLOSE • 11/5/25 AD DUE • 11/10/25 PRODUCT SPOTLIGHT OUTSOURCE SERVICES 3rd party services i.e., fulfill, repair, back office, etc. SPECIAL FEATURE HME State of the Industry <i>Digital edition</i>

2025 AD SPECS

Newspaper AD SPECS

Formats



Dimensions

Width x Height

Ad	Bleed Size	Trim Size
COVER TIP*	10.75" x 13.75"	10.50" x 13.50"
COVER SNIPE*	3.25" x 3.25"	2.75" x 2.75"
TAB SPREAD	21.50 x 13.875"	21.25" x 13.625"
TAB PAGE	10.875" x 13.875"	10.625" x 13.625"
½ TAB SPREAD	21.50" x 7.50"	21.25" x 7.25"
½ TAB PAGE	10.875" x 7.50"	10.625" x 7.25"
JUNIOR (JR) SPREAD	16.50" x 11.125"	16.25" x 10.875"
JUNIOR PAGE	8.375" x 11.125"	8.125" x 10.875"
SMALL INSERT*	5" x 6.25"	4.75" x 6"
LARGE INSERT*	10.25" x 6.25"	10" x 6"

Insert must be paired with Tab Page/Spread & will be adbered 1/2 inch from the bottom of the right page.

GATE FOLD*	REQUEST TEMPLATE
TEMPLATE DOWNLOAD	Indicates clickable template download

Ad	Non-Bleed Size
2/3 JR VERTICAL	4.5625" x 10"
1/2 JR VERTICAL	3.375" x 10"
1/2 JR ISLAND	4.5625" x 7.5"
1/2 JR HORIZ	7" x 4.875"
1/3 TAB	9.625" x 3"
1/3 JR SQUARE	4.5625" x 4.875"
1/3 JR VERTICAL	2.1875" x 10"
DOUBLE MARKETPLACE	3" x 6"
1/4 JR PAGE	3.375" x 4.875"
1/6 JR PAGE	2.1875" x 4.875"
MARKETPLACE	3" x 3"

Digital Edition (DE) AD SPECS

SPONSORSHIP	eNEWS BANNER displays in eNews release. 640 x 90 px jpeg & URL
	TAB-SIZED AD PAGE displays adjacent to digital edition cover. 300 DPI ad (see Tab page dimensions above) & URL
POP-UP	TAB-SIZED AD 300 DPI ad (see Tab page dimensions above) & URL <i>Note: This is not the web pop-up & differs in ad specs.</i>

POSTCARD SPONSORSHIP*

Available for digital edition only months (see editorial calendar on page 3). No example shown.

REQUIRED AD SPECS Hi-res logo, short URL & company name must be supplied two months prior to the issue release date. Deadline noted on proposal.

* Indicates exclusive monthly ad.

2025 AD SPECS

Newspaper GUIDELINES

FILE SUBMISSION

Files that are 10MB or smaller should be emailed directly to ldubois@unitedpublications.com. Larger files can be emailed to the same address using a file-sharing site like [Dropbox](#), [Hightail](#) or [WeTransfer](#).

PREFERRED FILE FORMAT

- All files must be submitted “print ready” in CMYK color format.
- Keep all LIVE copy at least ½ inch away from trim area.
- Any file manipulation and/or repair is a billable service.
- Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications.
- Accepted file format is PDF/X-1a.
- Use the Overprint Preview feature in Acrobat to verify your PDF will print properly before sending.

IMAGES

- TIFF or EPS format accepted. If using JPEG, use only at the maximum-quality setting.
- **All images supplied must be AT LEAST 300 DPI at 100% of image size.**
- RGB & LAB colors will be converted to CMYK during pre-flight.

FONTS

- Always embed all fonts.
- Do not allow font substitutions.

PARTNER Resources

AD CREATIVE

In a pickle & need a print or digital ad design? We can help! Proposed upon request & charged at an hourly rate of \$195.

AD PERFORMANCE

Any ad performance data may be supplied upon request & subject to availability. Advertisers are strongly encouraged to incorporate campaign URLs via link(s) &/or QR code(s) as ad performance is not guaranteed.

PUBLICATION POLICIES

HME News reserves the right to:

- Hold advertiser & agency liable for payments due.
- Change rates upon notice.
- Reject any advertisement.
- Require “ADVERTISEMENT” label on ads simulating editorial.

Advertisers must indemnify HME News against unauthorized use claims. HME News is not liable for delivery delays due to uncontrollable events. Ad modifications accepted until close date. Schedule changes require 30-day notice & must be within same year. Cancellations charged at proposed rate. Files not meeting ad specs may incur \$195/hour fee after same-day notification.

NEED Help?

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