Print Specs

Tabloid Spread

Tabloid Page **Junior Page**

Junior Spread

1/2 Jr. Island

1/2 Jr. Horiz.

1/3 Tab

1/2 Tab Spread

1/2 Tab

2/3 Jr.

1/3 Jr. Vert.

1/6 1/3 Jr. Square

Cover Tip
One & two-sided options available

Cover Tip Front*   Back of Cover Tip

Cover snipe

1/2 Jr. Vert.

1/4

Submission Policies

All files must be submitted "print ready." Keep all live copy at least **1/2 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 formats are PDF/X-1A, strongly preferred format. Use the Overprint Preview feature in Acrobat to verify your PDF will print properly before sending. **Tiff or EPS** format Resolution is 300 dpi, CMYK channels only

If submitting by email, please send advertising materials to
Lise Dubois, Production Director, *HME News*
ldubois@unitedpublications.com, 207-846-0600 x214
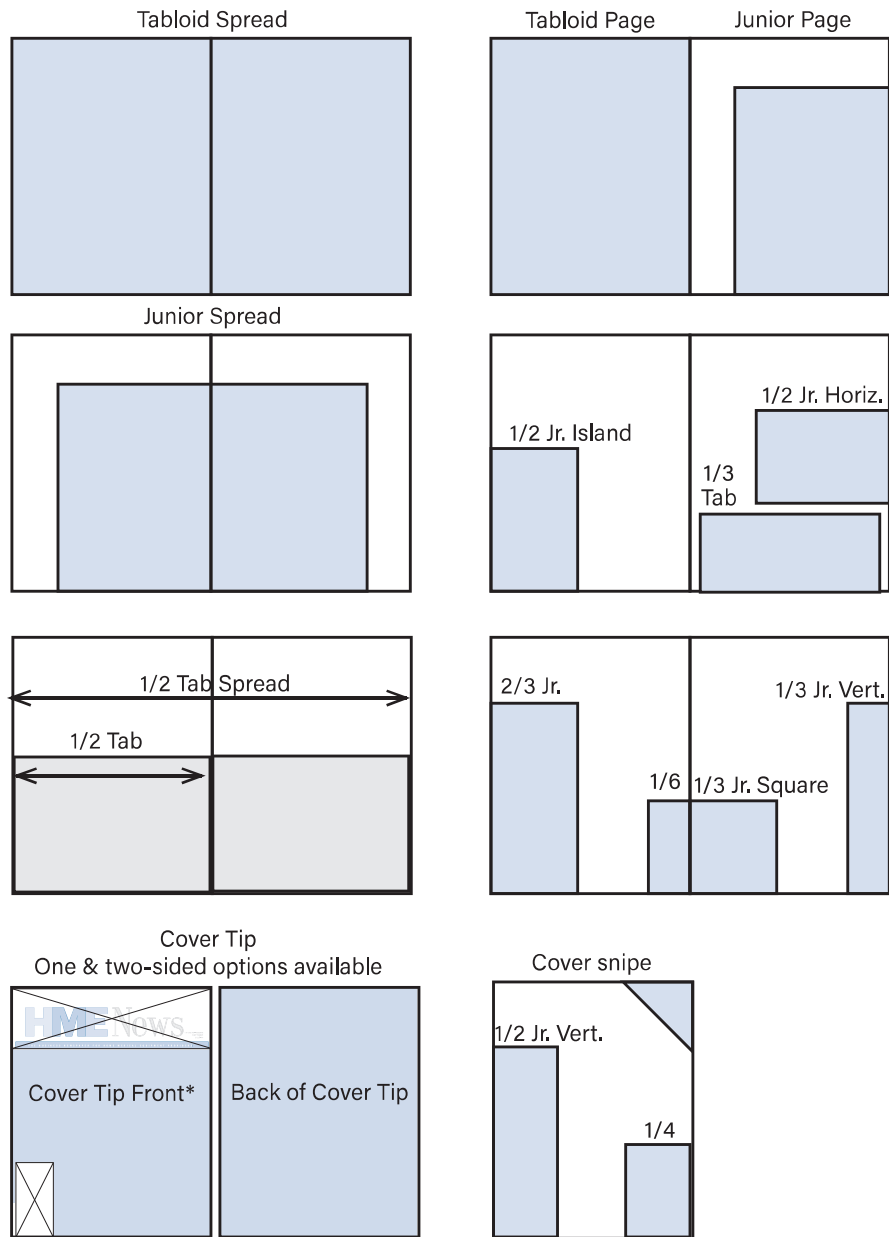
Dimensions   Width   Height

TAB PAGE
Bleed   10.875" x 13.875"
Trim   10.625" x 13.625"

HALF TAB
Bleed   10.875" x 7.50"
Trim   10.625" x 7.25"

JUNIOR PAGE
Bleed   8.375" x 11.125"
Trim   8.125" x 10.875"

TAB SPREAD
Bleed   21.50" x 13.875"
Trim   21.25" x 13.625"

HALF TAB SPREAD
Bleed   21.50" x 7.50"
Trim   21.25" x 7.25"

JUNIOR SPREAD
Bleed   16.50" x 11.125"
Trim   16.25" x 10.875"

COVER TIP   CLICK FOR COVER TIP TEMPLATE
Trim   10.50" x 13.50"
Bleed   10.75" x 13.75"

Some areas on cover tip front are restricted, template will be provided.

COVER SNIPE
Bleed size   3.25" x 3.25"
Trim size   2.75" x 2.75"

FRACTIONALS
2/3 Jr. Page   4.5625" x 10"
1/2 Jr. Island   4.5625" x 7.5"
1/2 Jr. Horiz.   7" x 4.875"
1/2 Jr. Vert.   3.375" x 10"
1/3 Tab   9.625" x 3"
1/3 Jr. Sq.   4.5625" x 4.875"
1/3 Jr. Vert.   2.1875" x 10"
1/4 Jr. Page   3.375" x 4.875"
1/6 Jr. Page   2.1875" x 4.875"
Marketplace   3" x 3"

eMedia & eNews Specs

eMedia Specs

Website Ads*

Billboard (1)	970 x 250 pixels (px)
Pop-Up	500 x 500 px
Note: Digital edition pop-up ad dimensions differ from web pop-up.	
Sticky Footer	970 x 90 px
Poster	300 x 250 px
Leaderboard	728 x 90 px

Top (poster & leaderboards) follow the same specs as non-top ads.

Video Poster

- 300 x 250 px static image
- <5-minute video
- YouTube URL embed link

Digital Edition (DE) Ads

DE Sponsor

eNews Banner *Displays in eNews release.*	• 640 x 90 px JPEG • URL
Tab Page *Tab-sized ad will display adjacent to digital cover.*	• Bleed 10.875" x 13.875", • Trim 10.625" x 13.625" • 300 DPI • URL

DE Pop-Up

Tab-Sized Ad
- Bleed 10.875" x 13.875"
- Trim 10.625" x 13.625"
- 300 DPI
- URL

Note: Web pop-up ad dimensions differ from DE pop-up.

White Paper Marketing Promotion

- White Paper PDF
- Company Assets
  Name, hi-res logo & URL.
- Promo Details
  Title, summary with bulleted benefits (up to 3) & CTA (call to action) with URL.
- Sponsor Contact
  Including name & email to send lead information.

Podcasts

- Company Assets
  Company name, hi-res logo & URL.
- eNews Ad Banner
  640 x 90 px with URL
- Sponsor Introduction
  Up to 70-words to be read at the start of the podcast recording.
- Web Poster Ad
  300 x 250 px with URL

Sponsored Developed Podcast specifics will be addressed by editor following approved proposal for scheduling & content.

eNews Specs

Newswire Banner Ads*

Full-size	640 x 90 px
Half-size	315 x 90 px
Text Ad	50-words of copy & URL

Note: Premier, primary, secondary & tertiary banners are full-size.

Newswire Native & Sponsored Content Ads

- Headline
- Up to 600-word story

Optional
- Byline
- Photo
- Link to resource (i.e., landing page)

Newswire Job Posting

- Job Title
- URL
- Up to 50-word description

Top 5/Most Read/Smart Talk/Editor's Picks/Newsbreak Ads*

Banner	640 x 90 px

Brand Spotlight

- Subject line
- Company logo
- URL
- 600 px wide GIF or JPEG
- Headline
- Up to 200-words of copy

Sponsored Webcast

- Webcast Details
  Confirmed date & time, title, description with 3 bullets on why to attend.
- Sponsor Assets
  Company name, high resolution logo & URL
- Presenter Info
  Bio(s), headshot(s), company name, title & email (email for internal use only)
- Webcast Related Image
  Note if authorized for print/web promotional use.

Optional
- Up to 3 questions to be added to the registration form.
- Seed questions asked during live event by moderator.
- Handouts (up to 3) & poll questions for live event.

*Indicates required ad specs
- GIF or JPEG; max file size of 50K
- 15-second animation limit, 3 loop max

Send eMaterials to cdaggett@hmenews.com; pmacijauskas@unitedpublications.com

For other eMedia or eNews questions, contact Peter Macijauskas, eMedia Manager, 207-846-0600 x282

File Manipulation Any manipulation work that needs to be done to submitted digital files will be billable at $195/hour, with a one-hour minimum charge.

Upon request, ad performance data will be provided, subject to availability. We strongly recommend incorporating campaign URLs to track click-through statistics, as this may not always be available and is not guaranteed. Publisher-supplied ad performance includes relevant pageviews, impressions, and/or open or delivery status, pending availability.