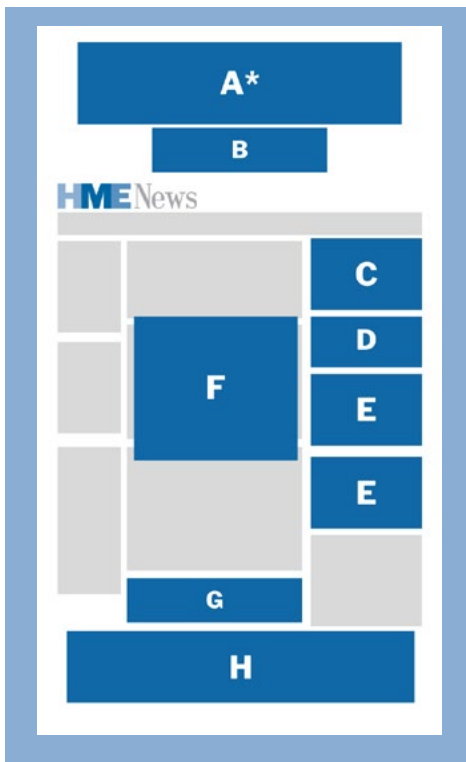


# 2025 AD SPECS

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. **REQUIRED ASSETS:** company name, URL, hi-res logo, poster (300 x 250 px), banner (645 x 90 px) & 70-word max sponsor ad read during podcast. Click [here](#) for example (0:51-1:05).

*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](mailto:cdaggett@hmenews.com) & [pmacijauskas@unitedpublications.com](mailto: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

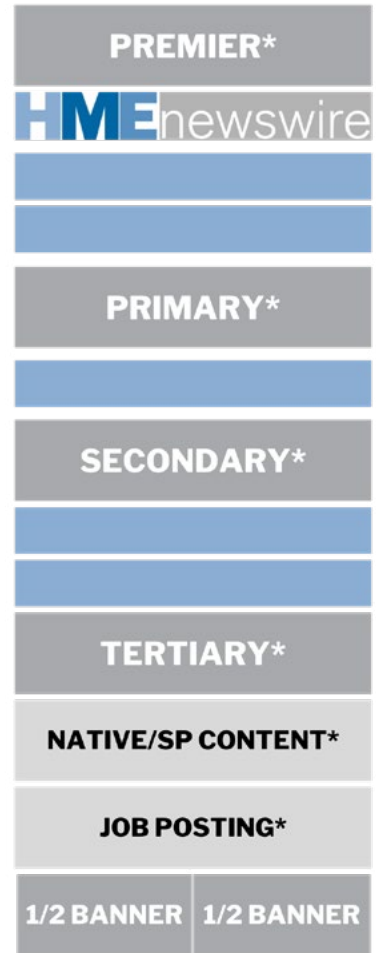
## NATIVE & SPONSORED CONTENT\*

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. Sponsored content ads require 640 x 90 px banner & will be linked to article.

\*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](#).

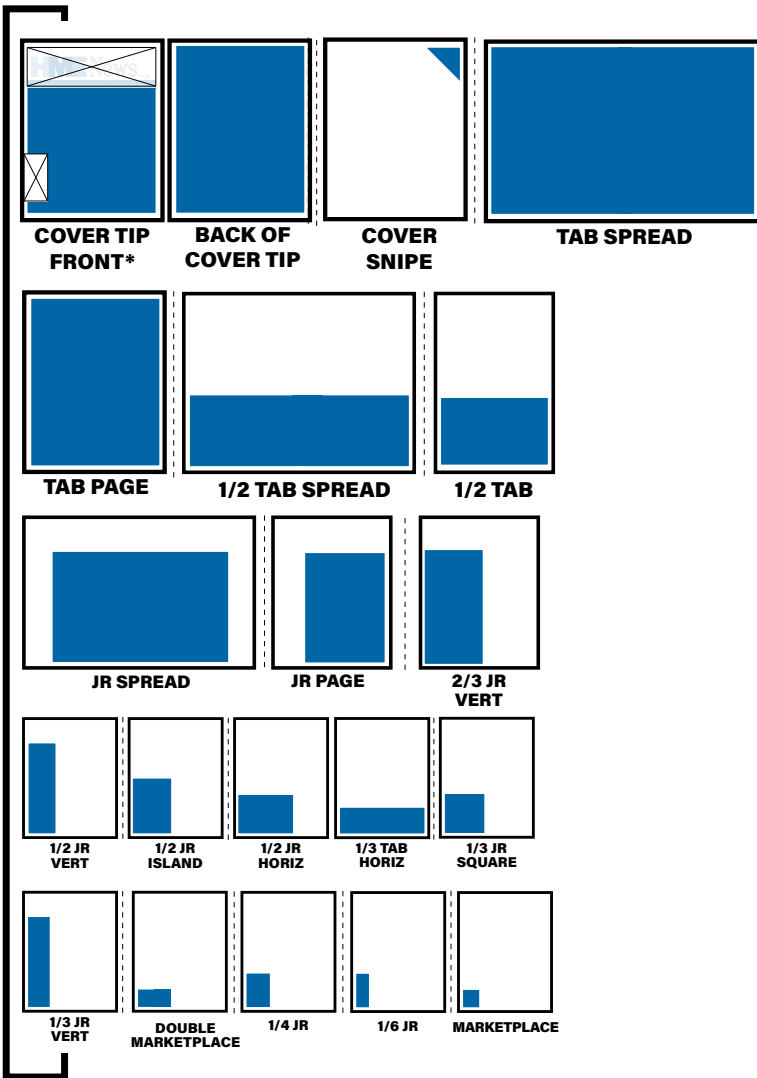
## 2025 EDITORIAL CALENDAR

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

# 2025 AD SPECS

## Newspaper AD SPECS

Formats



## Dimensions

Width x Height

Ad	Bleed Size	Trim Size
<b>COVER TIP*</b>	10.75" x 13.75"	10.50" x 13.50"
<b>COVER SNIPE*</b>	3.25" x 3.25"	2.75" x 2.75"
<b>TAB SPREAD</b>	21.50 x 13.875"	21.25" x 13.625"
<b>TAB PAGE</b>	10.875" x 13.875"	10.625" x 13.625"
<b>1/2 TAB SPREAD</b>	21.50" x 7.50"	21.25" x 7.25"
<b>1/2 TAB PAGE</b>	10.875" x 7.50"	10.625" x 7.25"
<b>JUNIOR (JR) SPREAD</b>	16.50" x 11.125"	16.25" x 10.875"
<b>JUNIOR PAGE</b>	8.375" x 11.125"	8.125" x 10.875"
<b>SMALL INSERT*</b>	5" x 6.25"	4.75" x 6"
<b>LARGE INSERT*</b>	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
<b>TEMPLATE DOWNLOAD</b>	Indicates clickable template download

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

## Digital Edition (DE) AD SPECS

<b>SPONSORSHIP</b>	<b>eNEWS BANNER</b> <i>displays in eNews release.</i> 640 x 90 px jpeg & URL
	<b>TAB-SIZED AD PAGE</b> <i>displays adjacent to digital edition cover.</i> 300 DPI ad (see Tab page dimensions above) & URL
<b>POP-UP</b>	<b>TAB-SIZED AD</b> 300 DPI <b>PDF/X1a</b> format ad (see Tab page dimensions above) & URL <i>Note: This is not the web pop-up &amp; 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, side one postcard ad (click [here](#) to download template) & 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](mailto: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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