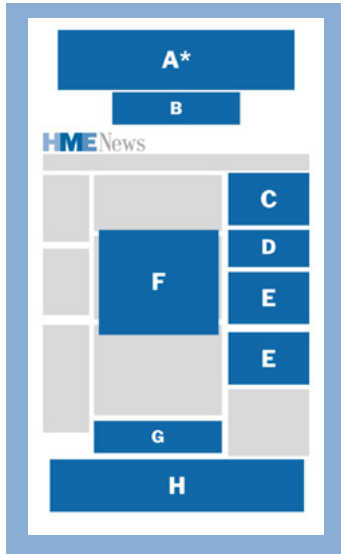


2026 AD SPECS

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 8.4K subscribers, web poster (30 days) & podcast archive.

REQUIRED ASSETS: company name, URL, hi-res logo, poster (300 x 250 px), banner (640 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 member's 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 event: confirmed date & time, title, description with why to attend bullets (3), headshot(s), company name, title & email (internal use), sponsor's company name, hi-res logo, URL & optional questions (3) added to the registration form. Client webcast contact (1) name & email; this contact will schedule a time/date for a tech run 2-weeks prior to live event. **Optional additions due 1-week prior to event:** poll questions (3), & handout/PPT (3).

All assets listed above must be submitted individually via this [LINK](#). See Webcast Checklist for outline of assets & how applied in a promotional email via this [linked example](#) (also available via submission link above).

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.

2026 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

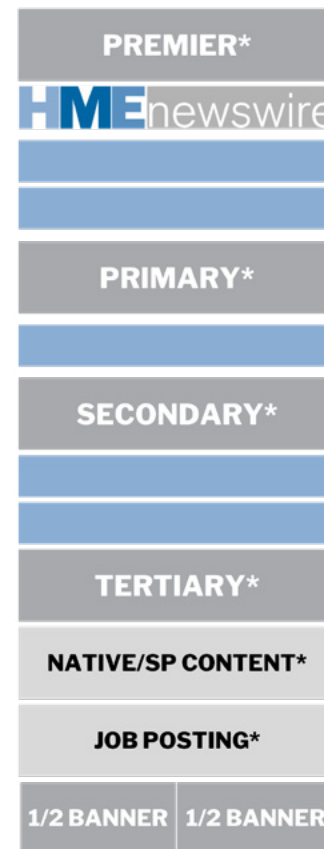
NATIVE & SPONSORED CONTENT*

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, & “teaser” text (30 words or less) presented within the eNews releases. In the event teaser text is not supplied by ad deadline, HME News will extract the beginning of article up to 30 words. All text supplied content must be sent via word document. 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 png or jpeg, hi-res logo, headline, URL & up to 200-word copy (including bullets). **Note:** Assets must be sent as individual files via this [link](#). Proof provided one week before release. Post-proof revisions charged at \$195/hour.



About the Breaking Newswire Exclusive

Featuring one advertiser via a full-size banner alongside the hottest news!

2026 AD SPECS

FREE PRODUCT *Promotions*

Note: All product promotions must be submitted by ad close date per editorial calendar & will be published at the discretion of *HME News*.

PRODUCT SPOTLIGHT

Free to advertisers! Showcase your product in the Product Spotlight section of our monthly issue. Companies may submit one product per applicable sub-category. Click [here](#) for details & submission link.

2026 EDITORIAL CALENDAR

NEW PRODUCT

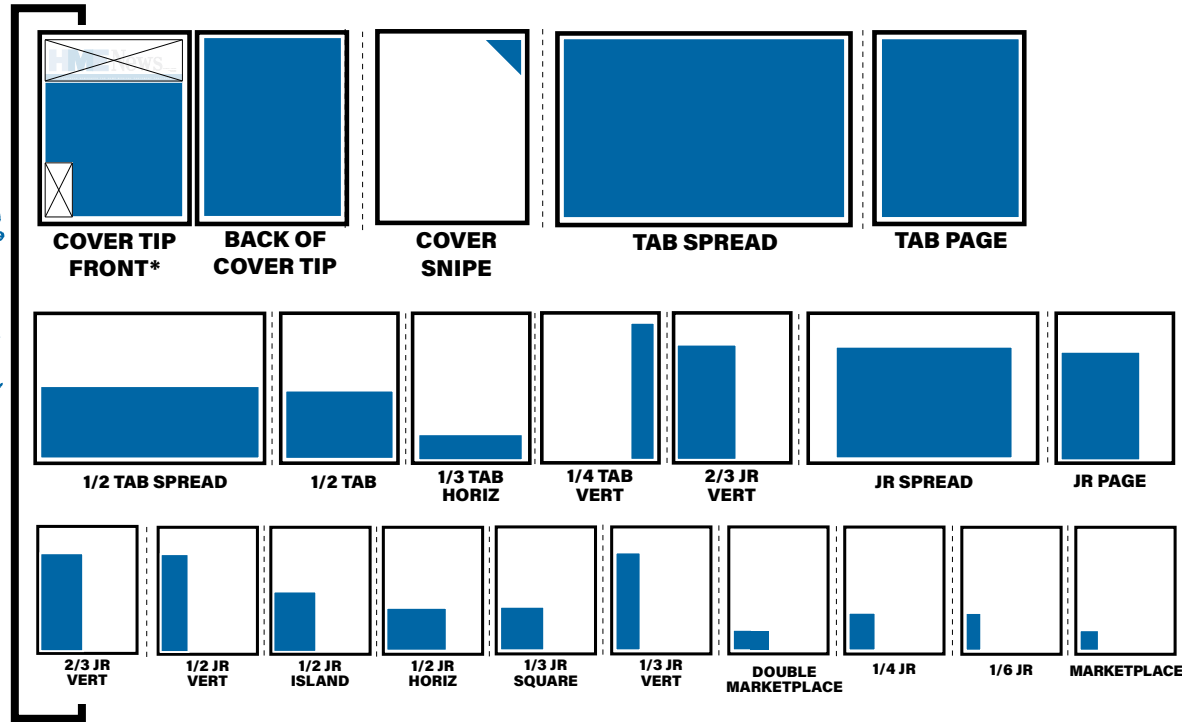
Click [here](#) to submit product details & preferred monthly issue release.

<p>JANUARY AD CLOSE • 12/2/25 AD DUE • 12/5/25</p> <p>PRODUCT SPOTLIGHT COMPLEX REHAB (CRT) Wheelchairs, seat/position systems, cushions, accessories, etc.</p> <p>DIGITAL EDITION ONLY</p>	<p>FEBRUARY AD CLOSE • 1/5/26 AD DUE • 1/8/26</p> <p>PRODUCT SPOTLIGHT RESPIRATORY Ventilators, oxygen, pulse oximeters, patient apps, etc.</p> <p><i>SPECIAL FEATURE</i> MEDTRADE PRE-SHOW ISSUE</p>	<p>MARCH AD CLOSE • 2/3/26 AD DUE • 2/6/26</p> <p>PRODUCT SPOTLIGHT HOME MEDICAL SUPPLIES Glucose monitors, CGMs, diabetic supplies, patient apps, wound care, incontinence, etc.</p> <p>INDUSTRY SHOWS MEDTRADE Mar 2-4 Phoenix, AZ RESNA Mar 26-27 Long Beach, CA</p>	<p>APRIL AD CLOSE • 3/3/26 AD DUE • 3/6/26</p> <p>PRODUCT SPOTLIGHT BUSINESS SYSTEMS Business management, billing, doc, compliance, patient co-pay collections, etc.</p> <p>INDUSTRY SHOWS MAMES Apr 29-30 Des Moines, IA PAMS Apr 21-23 Harrisburg, PA RESNA Apr 30-May 1 NY</p>
<p>MAY AD CLOSE • 4/3/26 AD DUE • 4/6/26</p> <p>PRODUCT SPOTLIGHT MOBILITY Wheelchairs, scooters, lifts, cushions, ramps, accessories, etc.</p> <p>INDUSTRY SHOWS ABILITIES ACCESSIBILITY May 1-3 Metro NY</p>	<p>JUNE AD CLOSE • 5/4/26 AD DUE • 5/7/26</p> <p>PRODUCT SPOTLIGHT PEDIATRICS DME, CRT/mobility, oxygen, nebulizers, soft goods/disposables, etc.</p> <p>INDUSTRY SHOWS HEARTLAND JUN 8-10 WATERLOO, IA ABILITIES ACCESSIBILITY Jun 12-14 Chicago, IL NATIVE AMERICAN HEALTHCARE CONF. Jun 16-17 Temecula, CA</p>	<p>JULY AD CLOSE • 6/2/26 AD DUE • 6/5/26</p> <p>PRODUCT SPOTLIGHT SLEEP THERAPY PAP machines, masks, supplies, monitors, home tests, patient apps, etc.</p> <p>DIGITAL EDITION ONLY</p>	<p>AUGUST AD CLOSE • 7/3/26 AD DUE • 7/6/26</p> <p>PRODUCT SPOTLIGHT BARIATRICS Walkers, beds, wheelchairs, cushions, lifts, etc.</p>
<p>SEPTEMBER AD CLOSE • 8/3/26 AD DUE • 8/6/26</p> <p>PRODUCT SPOTLIGHT BRACES & SUPPORTS Orthotics, prosthetics, off-the-shelf orthotics, compression, supports, shoes, sports medicine, etc.</p> <p>INDUSTRY SHOWS CSMC Sept 8-9 AOPA Sep 9-12 Las Vegas, NV PAMS Sep 15 Camp Hill, PA</p>	<p>OCTOBER AD CLOSE • 9/1/26 AD DUE • 9/4/26</p> <p>PRODUCT SPOTLIGHT WOMEN'S HEALTH Maternal, mastectomy-related products/garments, wigs, body care, etc.</p> <p>INDUSTRY SHOWS HME NEWS BUS. SUMMIT Oct 12-14 Louisville, KY MAMES Fall Sep 30 - Oct 2 Welch, MN</p>	<p>NOVEMBER AD CLOSE • 10/2/26 AD DUE • 10/5/26</p> <p>PRODUCT SPOTLIGHT HOME ACCESS & SAFETY Ramps, lifts, beds, ADLs, bathroom commodes, benches, bars, etc.</p>	<p>DECEMBER AD CLOSE • 11/3/26 AD DUE • 11/6/26</p> <p>PRODUCT SPOTLIGHT OUTSOURCE SERVICES 3rd party services i.e., fulfill, repair, back office, etc.</p> <p><i>SPECIAL FEATURE</i> HME STATE OF THE INDUSTRY <i>Digital Edition</i></p>

2026 AD SPECS

Newspaper AD SPECS

Formats



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 **PDF/X1a** format ad (see Tab page dimensions above) & URL

POP-UP **TAB-SIZED AD**
300 DPI **PDF/X1a** format ad (see Tab page dimensions above) & URL
Note: This is not the web pop-up & differs in ad specs.

STATE OF THE INDUSTRY Digital Only

Ad	Bleed Size	Trim Size
COVER TIP*	8.375" x 11.125"	8.125" x 10.875"
JR PAGE	8.375" x 11.125"	8.125" x 10.875"
1/2 JR HORIZ	N/A	7" x 4.875"

AD CLOSE 12/4/26 | AD DUE 12/7/26

IMPORTANT

Client must supply URL (in addition to ad file) to hyperlink ad within the digital edition. URL asset not supplied by ad deadline may result in ad not being hyperlinked in the digital edition.

Dimensions

Width x Height

Ad	Bleed Size	Trim Size
COVER WRAP*	10.875" x 13.875"	10.625" x 13.625"
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"
COVER II*, III*, IV*	See tab page dimensions.	Ad positions listed below.
CII inside front cover	CIII inside back cover	CIV outside back cover
TAB PAGE	10.875" x 13.875"	10.625" x 13.625"
1/2 TAB SPREAD	21.50" x 7.50"	21.25" x 7.25"
1/2 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 (JR) 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 adhered 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 HORIZ	9.625" x 3"
1/4 TAB VERTICAL	2.125" x 12.25"
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"

* Indicates exclusive monthly ad.

2026 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.

DIRECT MAIL LIST RENTAL

Explore list rental options for your next mail campaign. Reach out to Mike Mayhew, Data Axle at 402-836-5636 or by email Mike.Mayhew@data-axle.com.

HME DATABANK

Derived from actual Medicare data, sortable, searchable & downloadable, the HME Databank is the most accessible source of HME industry data. Not just for providers, HME Databank is a great prospecting tool for manufacturers! www.HMEdatabank.com

AD PERFORMANCE

Ad performance reports will be supplied upon client’s request (within 3-5 business days) & limited to 1/month. Scheduled &/or requests for future dates will not be accepted. Delivery of requested report will be supplied via PDF format 3–5 business days from the requested date for the past timeframe & is subject to availability. Advertisers are encouraged to use campaign URLs or QR codes, as performance data is not guaranteed.

NEED Help?

Lise Dubois

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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.

HME News is not liable for delivery delays due to uncontrollable events. Ad material modifications are accepted until close date. Ad changes post ad deadline & files not meeting ad specs may incur an hourly rate of \$195 in addition to any fees incurred.

All ad materials and assets submitted, including but not limited to images and logos, must be owned by the advertiser or used with permission for print, digital, editorial or promotional uses by HME News. Advertisers must indemnify HME News against claims of unauthorized use of submitted materials and assets.

CANCELLATION OR REVISION & DATE CHANGE POLICY

All requests for cancellation, revisions or date changes of scheduled ad releases must be submitted in writing. Ad specifications & deadlines are listed within the contract & are available per the ad specs.

EXCLUSIVE ADS (*Labeled as “EXCLUSIVE” in proposal/contract*)

Cancellation/Date Change Notice: Must be received no later than 120 days prior to the ad material deadline.

Charges: 50% of the contracted rate of the original ad offering will be charged for cancellations & date change notices.

Late Notice: If received less than 120 days prior to the ad material deadline, the full rate noted on the contract will be charged.

NON-EXCLUSIVE ADS

Cancellation/Date Change Notice: Must be received no later than 60 days prior to the ad material deadline.

Late Notice: If received less than 60 days prior to the ad material deadline, the full rate noted on the contract will be charged.