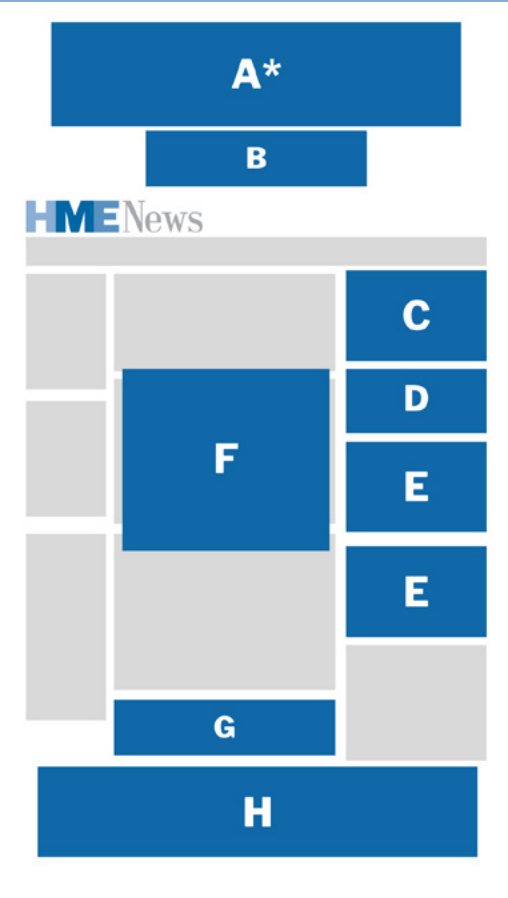


2027 AD SPECS

eMedia

HMEnews.com

Our mobile-optimized site delivers breaking industry news, positioning your ad in front of key players when it matters most.



The diagram illustrates the layout of the HME News mobile website with various ad placement zones labeled A through H. Zone A* is a large blue rectangle at the top. Below it is a smaller blue rectangle labeled B. The HME News logo is positioned to the left of a central content area. To the right of the content area are three stacked blue rectangles labeled C, D, and E. Below the content area is a blue rectangle labeled G, and at the bottom is a wide blue rectangle labeled H. The content area itself contains a large blue rectangle labeled F.

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 with URL (300 x 250 px), banner with URL (640 x 90 px) & 70-word max sponsor ad read during podcast, click [here](#) for example (0:51-1:05), topic, presenter info & headshot.

All required assets must be submitted via this [FORM](#) prior to ad deadline.

Max file size of gif or jpeg is 50K, 15-second animation limit (3-loop max). Send eMedia materials to ads@hmenews.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.

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 with CTA & URL, optional byline, photo or logo, "teaser" text (30 words or less) featured in eNews releases. Note: *HME News* will extract the beginning of article up to 30 words for any ad submission without teaser text supplied. 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.

PREMIER*
HME newswire
PRIMARY*
SECONDARY*
TERTIARY*
NATIVE/SP CONTENT*
JOB POSTING*
1/2 BANNER 1/2 BANNER

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!

2027 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.

2027 EDITORIAL CALENDAR

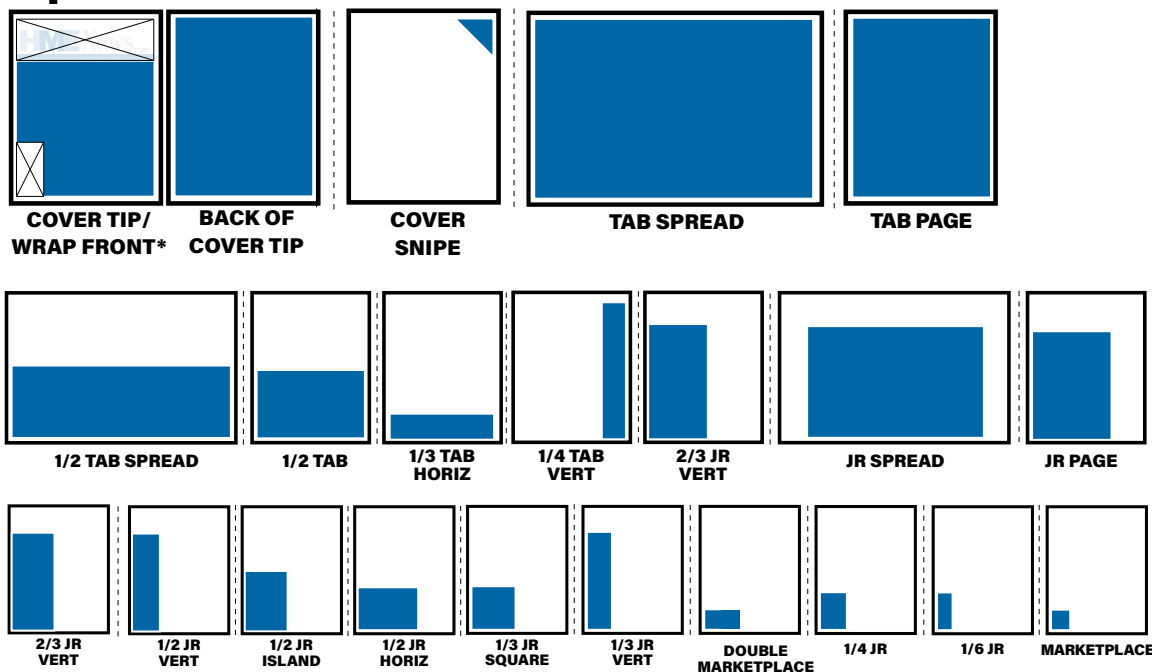
NEW PRODUCT

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

JANUARY AD CLOSE • 12/3/26 AD DUE • 12/7/26 PRODUCT SPOTLIGHT COMPLEX REHAB (CRT) Wheelchairs, power seat elevation & standing, drive controls, cushions, accessories, etc. INDUSTRY SHOWS ABILITIES EXPO Jan 14-15 Long Beach, CA DIGITAL EDITION ONLY	FEBRUARY AD CLOSE • 1/5/27 AD DUE • 1/8/27 PRODUCT SPOTLIGHT RESPIRATORY Ventilators, oxygen, pulse oximeters, humidifiers, etc. SPECIAL FEATURE MEDTRADE PRE-SHOW ISSUE	MARCH AD CLOSE • 2/5/27 AD DUE • 2/8/27 PRODUCT SPOTLIGHT MOBILITY Wheelchairs, scooters, accessories, etc. INDUSTRY SHOWS MEDTRADE Mar 23-25 Fort Worth, TX ISS Mar 31-Apr 2 Pittsburgh, PA	APRIL AD CLOSE • 3/5/27 AD DUE • 3/8/27 PRODUCT SPOTLIGHT OPERATIONS & COMPLIANCE Accreditation, compliance, consulting & advisory services, training & education, staffing solutions, etc. INDUSTRY SHOWS PAMS Apr 21-23 Manheim, PA ABILITIES EXPO Apr 30-May 2 Edison, NJ MAMES Apr 28-30 Des Moines, IA HOMES TBD
MAY AD CLOSE • 4/2/27 AD DUE • 4/5/27 PRODUCT SPOTLIGHT HOME MEDICAL SUPPLIES Glucose monitors, CGMs, diabetic supplies, insulin pumps, patient apps, wound care, incontinence, etc. THE PULSE MOBILITY SERIES AD CLOSE • 3/29/27 AD DUE • 4/2/27	JUNE AD CLOSE • 5/4/27 AD DUE • 5/7/27 PRODUCT SPOTLIGHT PEDIATRICS DME, CRT/mobility, oxygen, nebulizers, etc. INDUSTRY SHOWS NATIVE NATIONS Jun 7-8 Garden Grove, CA ABILITIES EXPO Jun 11-13 Chicago, IL HEARTLAND Jun 14 - 16 Waterloo, IA	JULY AD CLOSE • 6/4/27 AD DUE • 6/7/27 PRODUCT SPOTLIGHT SLEEP THERAPY PAP machines, masks, supplies, monitors, home tests, etc. DIGITAL EDITION ONLY	AUGUST AD CLOSE • 7/2/27 AD DUE • 7/5/27 PRODUCT SPOTLIGHT TECH & AUTOMATION AI & automation solutions, patient engagement, connected care & remote monitoring, etc. INDUSTRY SHOWS ABILITIES EXPO AUG 6-8 HOUSTON, TX
SEPTEMBER AD CLOSE • 8/3/27 AD DUE • 8/6/27 PRODUCT SPOTLIGHT BRACES & SUPPORTS Orthotics, prosthetics, compression, supports, shoes, sports medicine, etc. INDUSTRY SHOWS CSMC Sep 13-15 Toronto PAMS Sep 14 Camp Hill, PA AOPA Sep 22-25 Long Beach, CA MAMES Sep 29-Oct 1 Welch, MN	OCTOBER AD CLOSE • 9/3/27 AD DUE • 9/7/27 PRODUCT SPOTLIGHT WOMEN'S HEALTH Breast pumps, maternal-related products, mastectomy-related products/garments, wigs, body care, etc. INDUSTRY SHOWS HME NEWS BUSINESS SUMMIT TBD	NOVEMBER AD CLOSE • 10/4/27 AD DUE • 10/7/27 PRODUCT SPOTLIGHT HOME ACCESSIBILITY Ramps, lifts, beds, ADLs, bathroom commodes, benches, bars, etc.	DECEMBER AD CLOSE • 11/5/27 AD DUE • 11/8/27 PRODUCT SPOTLIGHT REVENUE & REIMBURSEMENT Billing & claims management, documentation, prior authorization, revenue cycle services, patient pay solutions, collections & recovery, etc. SPECIAL FEATURE HME STATE OF THE INDUSTRY AD CLOSE • 11/29/27 AD DUE • 12/2/27 <i>Digital Edition</i>

2027 AD SPECS

Formats



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*	<i>See tab page dimensions.</i> <i>Ad positions: CII inside front cover; CIII inside back cover; CIV outside back cover.</i>	
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 (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"
<i>Insert must be paired with Tab Page/Spread & will be adhered 1/2 inch from the bottom of the right hand page.</i>		
GATE FOLD*	Specs listed on template	

TEMPLATE DOWNLOAD	Indicates clickable template download
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Digital Edition (DE) AD SPECS

DE SPONSORSHIP	<p>eNEWS BANNER displays in eNews release. 640 x 90 px jpeg & URL</p> <p>TAB-SIZED AD PAGE displays adjacent to digital edition cover. 300 DPI PDF/X1a format ad (see Tab page dimensions above) & URL</p>
DE POP-UP	<p>TAB-SIZED AD 300 DPI PDF/X1a format ad (see Tab page dimensions above) & URL</p> <p><i>Note: This is not the web pop-up & differs in ad specs.</i></p>

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.

Ad	Non-Bleed Size
⅔ JR VERTICAL	4.5625" x 10"
½ JR VERTICAL	3.375" x 10"
½ JR ISLAND	4.5625" x 7.5"
½ JR HORIZ	7" x 4.875"
⅓ TAB HORIZ	9.625" x 3"
¼ TAB VERTICAL	2.125" x 12.25"
⅓ JR SQUARE	4.5625" x 4.875"
⅓ JR VERTICAL	2.1875" x 10"
DOUBLE MARKETPLACE	3" x 6"
¼ JR PAGE	3.375" x 4.875"
⅓ JR PAGE	2.1875" x 4.875"
MARKETPLACE	3" x 3"

* Indicates exclusive monthly ad.

2027 AD SPECS

Newspaper GUIDELINES

FILE SUBMISSION

Files that are 10MB or smaller should be emailed directly to ads@hmenews.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.

ADVERTORIAL GUIDELINES

This is supplied for advertising partners to reference for advertorial design creation. The typography & layout is not required for any client-supplied advertorial creatives & only supplied as a courtesy. Click [here](#) for details.

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?

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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.