

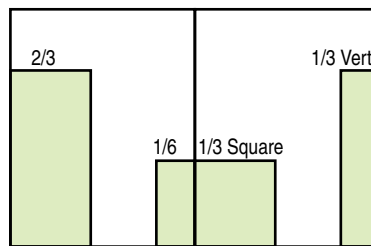
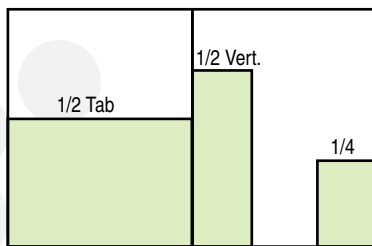
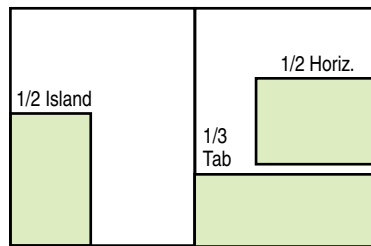
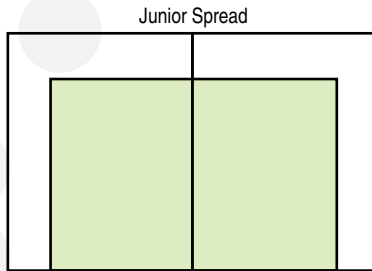
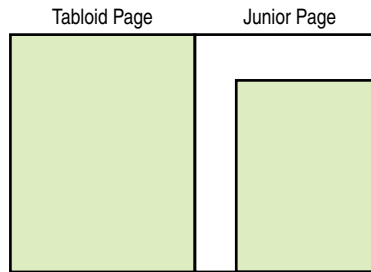
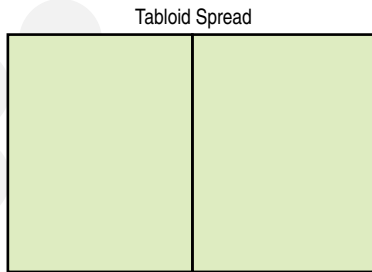
Print Specs

Submission Policies:

- All files must be submitted "print ready."
- 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:

- PDF/X-1A**
- Strongly preferred format.
 - Use the Overprint Preview feature in Acrobat to verify that your PDF will print properly before sending.
- Tiff or EPS**
- Resolution is 300 dpi.
 - CMYK channels only.



Dimensions:

| | inches | | millimeters | | | inches | | millimeters | | | inches | | millimeters | |
|---------------------|--------|--------|-------------|--------|-----------------------|--------|--------|-------------|--------|---------------------|--------|--------|-------------|--------|
| | Width | Height | Width | Height | | Width | Height | Width | Height | | Width | Height | Width | Height |
| TAB PAGE: | | | | | TAB SPREAD: | | | | | FRACTIONALS: | | | | |
| Bleed | 10 7/8 | 13 7/8 | 276 | 352 | Bleed | 21 1/2 | 13 7/8 | 546 | 352 | 2/3 Page | 4 9/16 | 10 | 116 | 254 |
| Trim | 10 5/8 | 13 5/8 | 270 | 346 | Trim | 21 1/4 | 13 5/8 | 540 | 346 | 1/2 Island | 4 9/16 | 7 1/2 | 116 | 191 |
| HALF TAB: | | | | | JUNIOR SPREAD: | | | | | 1/2 Horiz. | | | | |
| Bleed | 10 7/8 | 7 1/2 | 276 | 191 | Bleed | 16 1/2 | 11 1/8 | 419 | 283 | 1/2 Vert. | 3 3/8 | 10 | 86 | 254 |
| Trim | 10 5/8 | 7 1/4 | 270 | 184 | Trim | 16 1/4 | 10 7/8 | 413 | 276 | 1/3 Tab | 9 5/8 | 3 | 245 | 76 |
| JUNIOR PAGE: | | | | | 1/6 | | | | | 1/3 Square | | | | |
| Bleed | 8 3/8 | 11 1/8 | 213 | 283 | 1/3 Vert. | | | | | 1/3 Sq. | | | | |
| Trim | 8 1/8 | 10 7/8 | 206 | 276 | 1/3 Vert. | | | | | 1/3 Vert. | | | | |
| | | | | | 1/4 Page | | | | | 1/4 Page | | | | |
| | | | | | 1/6 Page | | | | | 1/6 Page | | | | |
| | | | | | Marketplace | | | | | Marketplace | | | | |

FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: [ftp.unitedpublications.com](ftp://ftp.unitedpublications.com)
username: production
password: 8sh2Gdi8

Once uploaded, please email:
ldubois@unitedpublications.com

by email

Please send advertising materials to:
Lise Dubois, Production Director
HME News
ldubois@unitedpublications.com
207-846-0600 x214

Website Ads

- Billboard: 970 x 250 pixels
- Pop up: 500 x 500 pixels
- Leaderboard: 728 x 90 pixels
- Poster: 300 x 250 pixels
- Sticky footer: 970 x 90 pixels

File specifications:

GIF/JPG/3rd party tags:

- Max file size: 50K.
- Fifteen second animation limit, max of three loops.

Web Remarketing Ads

- Top 100 sites: 300 x 250, 320 x 100 and 728 x 90 pixels and URL
- Social Media sites: 1080 x 1080 pixel high-res image, approx 25 character headline, 30 characters describing what's on your landing page, 20 words or less of ad copy and URL

[†]We are not responsible for the inability to track click throughs of ads not designed to our specifications.

^{*}Although we try to accommodate the click through tracking of 3rd party tags, we do not guarantee it.

Newsire Ads

- Full size: 640 x 90 pixels GIF or JPG, max file size of 50K and URL
- Half size: 315 x 90 pixels GIF or JPG, max file size of 50K and URL
- Text ad: 50-words of copy and URL

Native Newsire Ads

- Headline
- Up to 600 word story

Optional:

- By line
- Photo
- Link to a resource (ie. white paper)

NOTE: We strongly advise against using redirect/shortened URLs for your email ads. If you choose to do so, we cannot provide you with click throughs.

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

- 640 x 90 pixels GIF or JPG, max file size of 50K and URL.

Video

Video Posting:

- Less than 5 minute video: 320 x 180 pixels, .flv file
- Files should be uploaded to ftp site.

Digital Edition

- DE Sponsor 640 x 90 pixels JPG and URL, and tab size ad adjacent digital cover of publication

Showcase Ads

- 60-words of copy, a short headline and URL
- 100 x 100 pixel image in static GIF or JPG format

Brand spotlight:

- 600 pixel wide GIF or JPG image
- Company logo
- Headline
- Up to 200 words of copy
- URL
- Subject line

Focus

- 640 pixel wide GIF or JPG image and URL. (Whole image will be clickable to destination URL.)
- Subject line
- or —
- A table-based HTML file with a width of 640 pixels
- All graphics must be hosted on your server and have absolute file paths
- Subject line

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host: [ftp.unitedpublications.com](ftp://ftp.unitedpublications.com)

username: [production](#)

password: [8sh2Gdi8](#)

Include:

- File name
- Advertiser name
- Issue date

Once uploaded, please email:

ldubois@unitedpublications.com

pmacijauskas@unitedpublications.com

send e-materials to

cdaggett@hmenews.com

pmacijauskas@unitedpublications.com

Questions, contact:

[Peter Macijauskas](#)

e-Media Manager

207-846-0600 x282

file manipulation

Any manipulation work that needs to be done to submitted digital files will be billable at \$175/hour, with a one-hour minimum charge.