

**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.

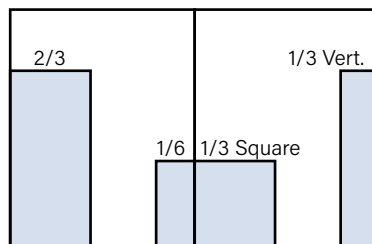
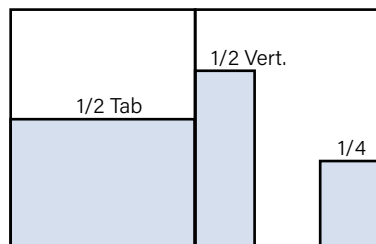
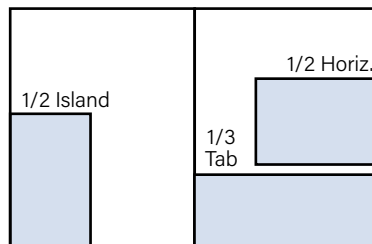
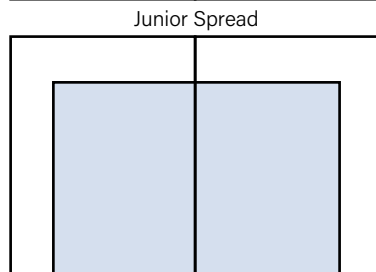
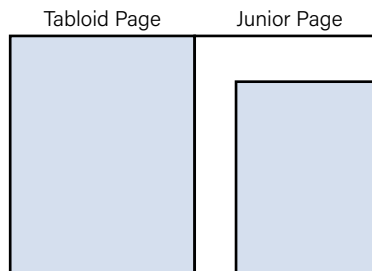
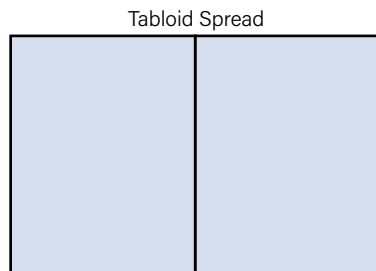
**Accepted formats:**

**PDF/X-1A**

- Strongly preferred format.
- Use the Overprint Preview feature in Acrobat to verify your PDF will print properly before sending.

**Tiff or EPS:**

- Resolution is 300 dpi.
- CMYK channels only



## 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  
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

**Dimensions:**

	inches		millimeters	
	Width	Height	Width	Height
<b>TAB PAGE:</b>				
Bleed	10 7/8	13 7/8	276	352
Trim	10 5/8	13 5/8	270	346
<b>HALF TAB:</b>				
Bleed	10 7/8	7 1/2	276	191
Trim	10 5/8	7 1/4	270	184
<b>JUNIOR PAGE:</b>				
Bleed	8 3/8	11 1/8	213	283
Trim	8 1/8	10 7/8	206	276

	inches		millimeters	
	Width	Height	Width	Height
<b>TAB SPREAD:</b>				
Bleed	21 1/2	13 7/8	546	352
Trim	21 1/4	13 5/8	540	346
<b>JUNIOR SPREAD:</b>				
Bleed	16 1/2	11 1/8	419	283
Trim	16 1/4	10 7/8	413	276

	inches		millimeters	
	Width	Height	Width	Height
<b>FRACTIONALS:</b>				
2/3 Page	4 9/16	10	116	254
1/2 Island	4 9/16	7 1/2	116	191
1/2 Horiz.	7	4 7/8	178	124
1/2 Vert.	3 3/8	10	86	254
1/3 Tab	9 5/8	3	245	76
1/3 Sq.	4 9/16	4 7/8	116	124
1/3 Vert.	2 3/16	10	56	254
1/4 Page	3 3/8	4 7/8	86	124
1/6 Page	2 3/16	4 7/8	56	124
Marketplace	3	3	76	76

### 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

- 300 x 250, 320 x 100 and 728 x 90 pixels and URL

### Newswire 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 Newswire Ads

- Headline
- Up to 600 word story

#### Optional:

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

### Newswire Job Posting

- Job Title
- Up to 50 words of copy
- URL

### Top 5/Most Read/Smart Talk/Editor's Picks/ Newspill 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
- Pop-up ad: Follow specs for a tab page print ad

### 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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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.

<sup>†</sup>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.

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.