Print Specs

Tabloid Spread

Tabloid Page   Junior Page

Junior Spread

1/2 Jr. Island

1/2 Jr. Horiz.

1/3 Tab

1/2 Tab

1/2 Jr. Vert.

1/4

2/3 Jr.

1/3 Jr. Vert.

1/6   1/3 Jr. Square

Cover Tip
One & two-sided options available

Cover Tip Front*   Back of Cover Tip

Cover snipe

Submission Policies

All files must be submitted "print ready." Keep all live copy at least **1/2 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 formats are 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** format Resolution is 300 dpi, CMYK channels only

If submitting by email, please send advertising materials to:
Lise Dubois, Production Director, *HME News*
ldubois@unitedpublications.com, 207-846-0600 x214
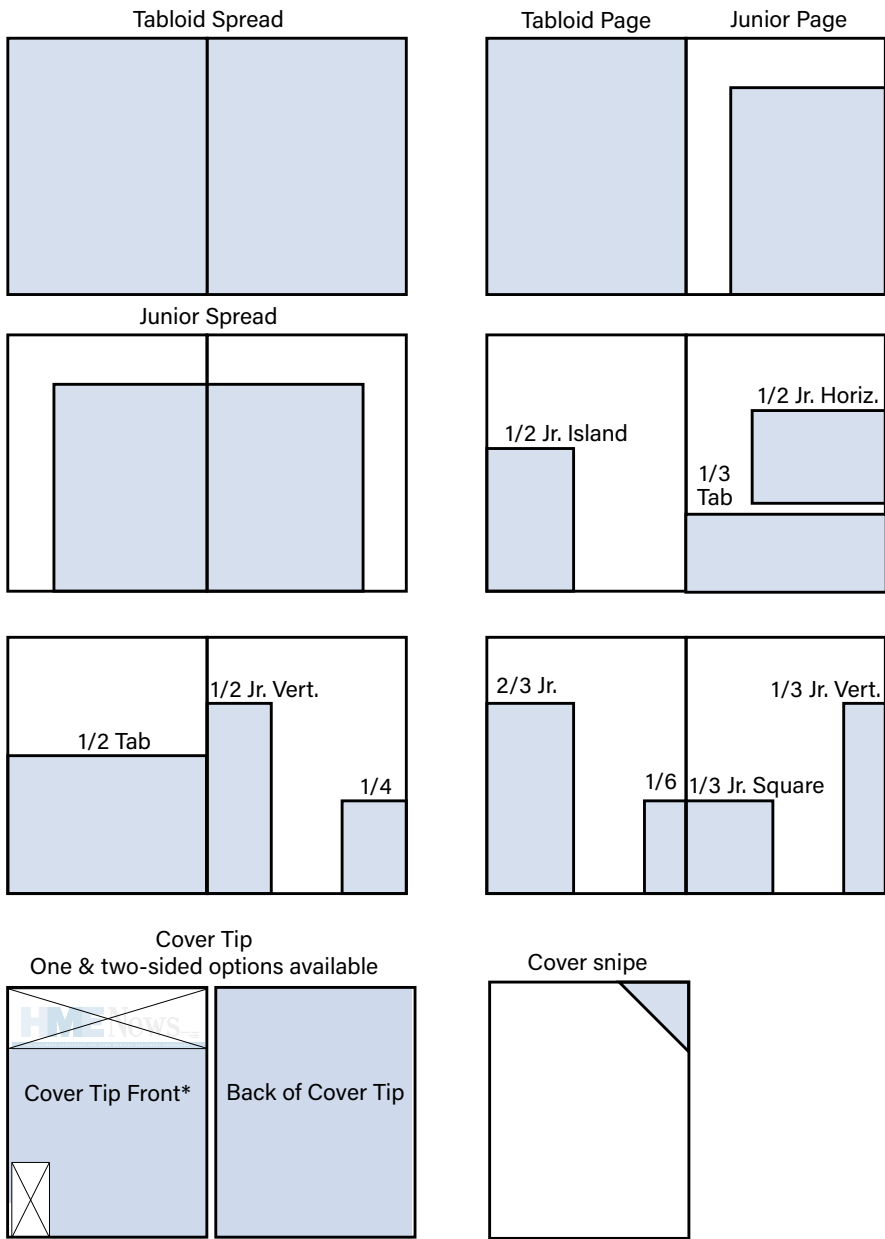
Dimensions | Width | Height

TAB PAGE
Bleed   10.875" x 13.875"
Trim   10.625" x 13.625"

HALF TAB
Bleed   10.875" x 7.50"
Trim   10.625" x7.25"

JUNIOR PAGE
Bleed   8.375" x 11.125"
Trim   8.125" x 10.875"

TAB SPREAD
Bleed   21.50" x 13.875"
Trim   21.25" x 13.625"

JUNIOR SPREAD
Bleed   16.50" x 11.125"
Trim   16.25" x 10.875"

COVER TIP
Trim   10.50" x 13.50"
Bleed   10.75" x 13.75"
Some areas on cover tip front are restricted, template will be provided.

COVER SNIPE
Bleed size   3.25" x 3.25"
Trim size   2.75" x 2.75"

FRACTIONALS
2/3 Jr. Page   4.5625" x 10"
1/2 Jr. Island   4.5625" x 7.5"
1/2 Jr. Horiz.   7" x 4.875"
1/2 Jr. Vert.   3.375" x 10"
1/3 Tab   9.875" x 3"
1/3 Jr. Sq.   4.5625" x 4.875"
1/3 Jr. Vert.   2.1875" x 10"
1/4 Jr. Page   3.375" x 4.875"
1/6 Jr. Page   2.1875" x 4.875"
Marketplace   3" x 3"

eMedia & eNews Specs

eMedia Specs

Website Ads*

Billboard	970 x 250 pixels (px)
Pop-Up	500 x 500 px
Note: Digital edition pop-up ad dimensions differ from web pop-up.	
Sticky Footer	970 x 90 px
Poster	300 x 250 px
Leaderboard	728 x 90 px
Top (poster & leaderboards) follow the same specs as non-top ads.	

Web Remarketing Ads

300 x 250, 320 x 100 & 728 x 90 px with associated URL

Video

- 320 x 180 px
- >5-minute video
- .flv file uploaded to FTP site

Digital Edition (DE) Ads

DE Sponsor

eNews Banner *Featured in issue eNews release.*	• 640 x 90 px JPEG • URL
Tab Page *Tab-sized ad will display adjacent to digital cover*	• Bleed 10.875" x 13.875" • Trim 10.625" x 13.625" • 300 DPI • URL

DE Pop-Up

Tab-sized ad
- Bleed 10.875" x 13.875"
- Trim 10.625" x 13.625"
- 300 DPI
- URL

Note: Web pop-up ad dimensions differ from DE pop-up.

*Indicates required ad specs
- GIF or JPEG; max file size of 50K
- 15-second animation limit, 3 loop max

eNews Specs

Newswire Banner Ads*

Full-size	640 x 90 px
Half-size	315 x 90 px
Text Ad	50-words of copy & URL

Note: Premier, primary, secondary & tertiary banners are full-size.

Newswire Native Ads

- Headline
- Up to 600 word story

Optional
- Byline
- Photo
- Link to resource (i.e., white paper)

Newswire Job Posting

- Job Title
- URL
- Up to 50 word description

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

Banner	640 x 90 px

Brand Spotlight

- Subject line
- Company logo
- URL
- 600 px wide GIF or JPEG
- Headline
- Up to 200 words of copy

Focus

- Subject line
- URL *Note: Entire image will be linked to URL.*
- 640 wide GIF or JPEG

OR

- Subject line
- Table-based HTML file with 640 px width
- All graphics must be hosted on client server & have absolute file path

Showcase Ads

- Headline
- 60 words of copy
- 100 x 100 px GIF or JPEG
- URL

Send eMaterials to cdaggett@hmenews.com; pmacijauskas@unitedpublications.com

For other eMedia or eNews questions, contact Peter Macijauskas, eMedia 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.

†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.