



# Article/Ad Submission Guidelines & Deadlines JAN 2020

**HPS MAGAZINE FOR MEMBERS**

# Bottomline

# ARTICLES

We accept articles that educate HPS Members on an issue or trend within an industry, as well as articles that discuss a specific product/product line. Keep in mind that industry trend/issues articles typically get priority placement.

## DO:

- Article submissions should be approximately 300 words.
- Articles should be submitted as a Word document.
- All photo images should be at a resolution of 300 and as large in width and height as possible.
- Refer to article submission deadlines for each bi-monthly issue.

## DON'T:

- Do not submit PowerPoint presentations, marketing brochures or ad slicks for use as an article.
- Do not submit images you found on the internet—not even from your own website. Images from the internet are most likely not usable for printing purposes.

## HPS WILL:

- We will let you know if there are any challenges with your submission and how they can be corrected.
- We will edit your article for grammar, spelling, publication standards and length.
- We will make every attempt to publish your article, but we cannot guarantee it will be published. Articles that speak to industry trends/issues typically get priority placement. We reserve the right to reject any submission.

# ADS

We accept ads about specific products or services that you offer through HPS Contracts to HPS Members.

## DO:

- Ads should include your HPS Contract number.
- Ads should include product codes. Members need to reference the product(s) in your ad.
- Do not use fonts smaller than 8 points—they become too difficult to read.
- Ads must be 4.25" W x 4.6875" H at a resolution of 300.

## DON'T:

- Do not submit PowerPoint presentations, marketing brochures or ad slicks for use of an ad.
- Do not submit images you found on the internet—not even from your own website. Images from the internet are most likely not usable for printing purposes.

## HPS WILL:

- We will let you know if there are any challenges with your submission and how they can be corrected.
- We will edit your article for grammar, spelling, publication standards and length.
- We will make every attempt to publish your ad, but we cannot guarantee it will be published. Articles that speak to industry trends/issues typically get priority placement. We reserve the right to reject any submission.

# ART SPECIFICATIONS

HPS will accept the file types listed below for ad and article submissions.

**Resolution/File Size:** Images must be a resolution of 300 and as large in size as possible—minimum 5.5" wide.

## Raster (Images/Photos):

- tif (TIFF)
- jpg (JPEG)
- psd (Adobe Photoshop document)

## Vector (Logos/Artwork):

- eps (Encapsulated PostScript)
- ai (Adobe Illustrator)
- psd (Adobe Photoshop document)

## Vector/Raster:

- pdf (Portable Document Format)

## Vector/Raster Comparison



### Vector

Vector graphics are made up of computer generated lines and can be increased to any size without losing resolution or becoming pixelated.



### Raster

Raster graphics are made up of square pixels. Resolution determines how many of these squares make up the image. The higher the resolution (the more pixels an image has), the clearer it will be. **Resolution cannot be added or increased. Enlarging a raster graphic will decrease its quality.**

# SUBMITTING FILES

Email art files to [communications@hpsgpo.com](mailto:communications@hpsgpo.com). If the file is too large to email, upload it to <http://go.hpsnet.net/hpsnewslettersubmissions>.

**Fonts:** Outline all fonts or include font files when sending artwork.

**Note:** Do not submit logos or images pulled from the internet. Logo and image files used on websites and internet pages are not at a high enough resolution for printing. In general these files are at a resolution between 72–150. Please do not grab files from a website and submit them because it is unlikely that we will be able to use them for print production.

# SUBMISSION DEADLINES

Content for articles and ads should be submitted to HPS Corporate Communications or the Contracts department as close as possible to the deadline dates listed below.

## FEBRUARY–MARCH ISSUE

Deadline: December 2, 2019

## APRIL–MAY ISSUE

Deadline: February 3, 2020

## JUNE–JULY ISSUE

Deadline: April 1, 2020

## AUGUST–SEPTEMBER ISSUE

Deadline: June 1, 2020

## OCTOBER–NOVEMBER ISSUE

Deadline: August 3, 2020

## DECEMBER 2020–JANUARY 2021 ISSUE

Deadline: October 1, 2020

**Note:** Articles are preferred over ads and are given higher priority when developing each publication.