



## ***Guidelines & Deadlines***

# **Article and Ad Submission for the HPS *Bottom Line* magazine**

**Calendar Year 2018**

# Submission Guidelines

## Articles

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

### Do this:

- Article submissions should be about 300 words.
- Articles should be submitted as a Word document or in a comparable format.
- Articles must be submitted by the deadline for a particular issue. (*Refer to the "Magazine Timeline" below.*)
- Any images, photos, and/or logos submitted must be at least 300 DPI, and as large as possible, at least 4.5" wide or larger. (*See "Art Specifications" below for information.*)

### Don't do this:

- Do not submit PowerPoint presentations, Marketing brochures, "ad slicks" or other PDFs for use as an article.
- Do not submit images you found on the internet, even from your own website. It is very likely we cannot print these images. (*See "Art Specifications" below for information.*)

### HPS will do this:

- 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 services or products that you sell through HPS Contracts to HPS Members.

### Do this:

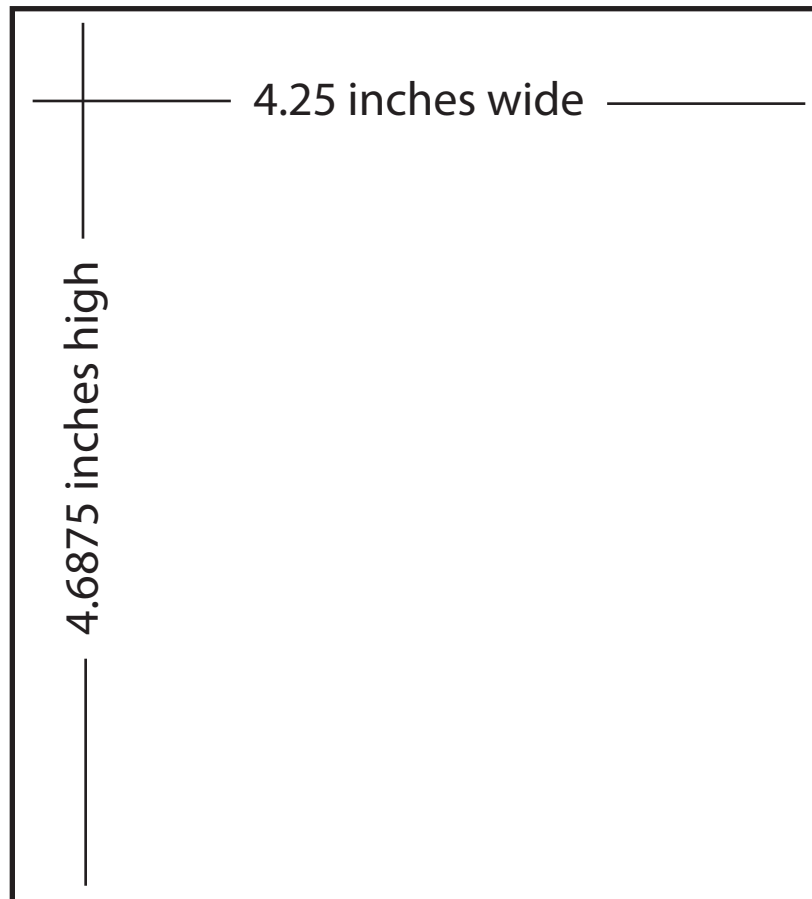
- Ads must include your HPS Contract number.
- Ads must include all product codes our Members need to reference the product(s) in your ad.
- Do not use fonts smaller than 8 points—they become difficult to read.
- All ads must be 4.25" wide and 4.6875" high, with a minimum 300 DPI resolution. (***Your ad is the proper size if it fits in the rectangle on the next page.***)

# Submission Guidelines

## Ads

- Your ad is the proper size if it fits in the rectangle below.

Actual Ad Size



### Don't do this:

- Do not submit PowerPoint presentations, Marketing brochures, "slicks" or other PDFs for use as an ad, unless you can reduce its size to fit the rectangle above. (What doesn't fit this rectangle will not appear in the ad.)
- Do not submit images you found on the internet, even from your own website. It is very likely we cannot print these images. (See "Art Specifications" below for information.)
- Do not use fonts smaller than 8 points—they become difficult to read.
- Do not clutter your ad with too many products/product codes—they become difficult to read. Fewer is often better.

### HPS will do this:

- We will let you know if there are any challenges with your submission and how they can be corrected.
- ***We will make every attempt to publish your ad, but we cannot guarantee it will be published.***

# Submission Deadlines

## ***Bottom Line Magazine*** **Deadlines for 2018**

- **February/March issue**  
December 1, 2017: article/ad submission deadline
- **April/May issue**  
February 1, 2018: article/ad submission deadline
- **June/July issue**  
April 2, 2018: article/ad submission deadline
- **August/September issue**  
June 1, 2018: article/ad submission deadline
- **October/November issue**  
August 1, 2018: article/ad submission deadline
- **December 2017/January 2018 issue**  
October 1, 2018: article/ad submission deadline

# Art Specifications

## File formats:

HPS will accept these file types for ad and article image submissions.

*All images must be 300 DPI and as large as possible, at least 4.5" to 5.5" wide*

## Raster (Images or Photos):

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

## Vector (Logos and clip art):

- eps (Encapsulated PostScript)
- ai (Adobe Illustrator)

## Vector or Raster:

- pdf (Portable Document Format)

## VECTOR TO 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:

Please email your art files to [communications@HPSnet.com](mailto:communications@HPSnet.com).

If the file is too large to email, you can upload it here: <http://go.hpsnet.net/hpsnewslettersubmissions>.

If you need to compress your files, please use a ZIP format.

You may also mail us a copy of your file on a CD, DVD, or flashdrive to our address: 3275 N. M-37 Highway P.O. Box 247 Middleville, MI 49333-0247. Keep submission deadlines in mind when mailing files.

## Fonts:

Outline all fonts or include font files when sending your artwork.

## Logos and images pulled from the internet:

Logos and image files used on websites and internet pages are smaller with less data in order to save on loading times and bandwidth. In general these files are 72-96 DPI. **This is not a high enough resolution to print.** When you are submitting a logo or an image file please do not grab the file from a website. **We are unlikely to be able to use these images.**