

Bottom Line Magazine

Article Submission Guidelines & Deadlines

Bottomine

Distribution

The digital version is emailed to approximately 7,000 people which includes Members and vendors. On average 30% of the people who receive the publication open the email—according to industry standards, that's slightly above average.

The printed version is mailed to approximately **2,300** Members.

Both versions of the publication are well received.

DietaryVendor Article Examples

The publication is designed in-house and follows the HPS brand and publication format. Provide as many image options as possible so that we can best represent your products and services.







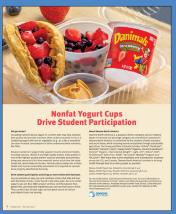












Clinical/Ancillary Vendor Article Examples

Bottom Line is an excellent marketing tool for promoting your contract. The best part is that it's 100% free. No need to reinvent the wheel, submit content from your blog or recent presentation in a Word file.



















Articles

We accept articles that educate HPS Members on an issue or trend within an industry, as well as articles that discuss specific products or services. Dietary vendors may also submit recipes. Keep in mind, industry trends or issues articles typically get priority placement. *Bottom Line* is the perfect vehicle to set your business apart from the competition.

Do:

- Article submissions should be approximately 300 words.
- Articles should be submitted as a Word document.
- All photo images should be at a high resolution of 300 and largest size dimensions available.
- Provide as many image options as possible so that we can best represent your products and services.
- Connect us with your marketing department for acquiring the logo and images. This will help the process work easier and smoother for you.

Don't:

- Do not submit PowerPoint presentations, marketing brochures or pdf's.
- Do not submit images you found on the internet—not even from your own website. Images from the internet will most likely not be usable for printing purposes.

HPS Will:

- We will inform you of challenges with your submission and provide direction for corrections.
- 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.
- We will design your article feature in-house and follow the HPS brand and publication format.

File Specifications

ARTICLES

Acceptable file formats:

Word Document

PHOTO IMAGES

Acceptable file formats:

- tif (TIFF)
- jpg (JPEG)
- eps (Encapsulated PostScript)
- psd (Adobe Photoshop document)

Resolution/Size:

- · High resolution of 300
- · Largest size dimensions available

LOGOS

Vector Format:

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



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

SUBMITTING FILES

Email art files to communications@hpsgpo.com. If the file is too large to email, upload it to http://go.hpsnet.net/hpsnewslettersubmissions.

Do:

Outline all fonts or include font files when sending artwork.

Don't:

• Do not submit logos or image files pulled from the internet. Logos and image files found on websites or internet pages are not at a high enough resolution for printing.

2024 Submission Deadlines

Content for articles should be submitted to HPS Corporate Communications or Contracts department by the deadline dates listed below.

Spring Issue

Vendor Deadline: Friday, November 17

Print Deadline: March mid-month

Summer Issue

Vendor Deadline: Friday, March 14

Print Deadline: June mid-month

Autumn Issue

Vendor Deadline: Friday, May 17

Print Deadline: August end of month

Winter Issue

Vendor Deadline: Friday, September 20

Print Deadline: December mid-month