

Bottom Line Magazine

Article Submission Guidelines & Deadlines

Bottom line

Bottom Line Magazine **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.

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.

**Nonfat Yogurt Cups
Drive Student Participation**

Did you know?
 According to a national survey, only 1 in 10 high school students eat yogurt and protein snacks consistently. And according to the U.S. Department of Agriculture, only 1 in 10 high school students eat fruit every day. This is the perfect time to get your students involved in a healthy eating program.

How can you get your students involved in a healthy eating program?
 One way is to offer them a variety of healthy snacks. Nonfat yogurt cups, which are full of quality protein, fruit and are one of the highest quality protein sources available and provide many of the nutrients your students need. They are also easy to eat and can be consumed at any time. Consider this: a single yogurt cup and a serving of fruit can provide 10 grams of protein and 10 grams of calcium to your students.

How can you get your students to eat yogurt and fruit with Danimals?
 You can get it done. Danimals has a variety of yogurt cups and fruit and yogurt sauce. They are all made with nonfat yogurt and fruit. They are also easy to eat and can be consumed at any time. Consider this: a single yogurt cup and a serving of fruit can provide 10 grams of protein and 10 grams of calcium to your students.

About Danimals With America
 Danimals With America is a 501(c)(3) nonprofit organization and is currently based in the U.S. and has branches in over 100 countries. Danimals With America is committed to the health of our students and is dedicated to providing them with the best of the best. Danimals With America is a 501(c)(3) nonprofit organization and is currently based in the U.S. and has branches in over 100 countries. Danimals With America is committed to the health of our students and is dedicated to providing them with the best of the best. Danimals With America is a 501(c)(3) nonprofit organization and is currently based in the U.S. and has branches in over 100 countries. Danimals With America is committed to the health of our students and is dedicated to providing them with the best of the best.

For more information, contact Danimals With America at 1-800-888-8888 or visit our website at www.danimalswithamerica.com. We are currently accepting applications for students and teachers who are interested in participating in our program. For more information, contact Danimals With America at 1-800-888-8888 or visit our website at www.danimalswithamerica.com.

501(c)(3) NONPROFIT

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.



LARGEST RIDE-ON SCRUBBER—New UV-Equipped Solution

Infiniti is a leading global provider of professional cleaning solutions and equipment, and has recently introduced a new solution to the commercial cleaning market. The Infiniti Series UV-Equipped Ride-On Scrubbers are designed to clean large areas, such as gymnasiums, arenas, and sports facilities. The Infiniti Series UV-Equipped Ride-On Scrubbers are designed to clean large areas, such as gymnasiums, arenas, and sports facilities. The Infiniti Series UV-Equipped Ride-On Scrubbers are designed to clean large areas, such as gymnasiums, arenas, and sports facilities.

Leading commercial cleaning with power UV disinfection

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Setting new standards for commercial cleaning capacity

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Spring has sprung, and you know what that means? Spring cleaning!

Do you find that your business is cluttered and messy? Spring cleaning is a great way to get your business back on track. It's a great way to get your business back on track. It's a great way to get your business back on track. It's a great way to get your business back on track.

Letting spring clean your business

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"Future Proofing" Schools and Higher Ed

Every educational environment needs to be "future proofed" as it can remain functional and up-to-date for many years to come. LED lighting is a great way to future-proof your school or university. LED lighting is a great way to future-proof your school or university. LED lighting is a great way to future-proof your school or university.

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A BEST PRACTICES

Health Care & Senior Living Laundry Guidelines

Proper laundry procedures and disinfecting applications are critical to slowing or stopping the spread of viruses, bacteria and pathogens. Following CDC laundry guidelines, outlining a number of guidelines that health care and senior living facilities should be using.

DISINFECTING PROCESSES ARE PROTECTIVE MEASURES

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The Magic of Music

Music creates magic for people of all ages and all stages of life. Music is a great way to connect with others and improve your mood. Music is a great way to connect with others and improve your mood. Music is a great way to connect with others and improve your mood.

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EQUIPMENT SHORTAGES

CME Corp. can help Member caps with equipment shortages and shortages in four different ways:

- 1. Order only**
- 2. Look at alternate products**
- 3. Logistics help**
- 4. Biomedical checks for new equipment**



Exclusive Pricing on Paper and Toner

The Staples program for HPS Members offers exclusive pricing and member benefits on all Staples products. This includes exclusive pricing on paper and toner. This includes exclusive pricing on paper and toner. This includes exclusive pricing on paper and toner.

Help save the environment by using eco-conscious materials

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Enhancing the environment of care for those in need and those who care.

Crest Healthcare is a leading provider of dental care and dental equipment. Crest Healthcare is a leading provider of dental care and dental equipment. Crest Healthcare is a leading provider of dental care and dental equipment.

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Top Behaviors to Protect People

At Skyline West Inc., we provide a wide range of products and services to help protect people. At Skyline West Inc., we provide a wide range of products and services to help protect people. At Skyline West Inc., we provide a wide range of products and services to help protect people.

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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