

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.

Dietary Vendor 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.



DELIVERING ON HEALTH AND NUTRITION WITHOUT SACRIFICING FLAVOR

It's no secret that the most successful food and beverage brands are those that deliver on health and nutrition without sacrificing flavor. The Coca-Cola Freestyle system is the perfect example of this. It allows consumers to create their own unique beverage by combining different flavors and sweeteners. This means you can enjoy a healthy beverage without giving up on taste.

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IMPOSSIBLE



DESSERT CART INSPIRATION FOR SENIOR LIVING FOOD SERVICE

In the current climate of social distancing guidelines and health and safety recommendations, a dessert cart can be the perfect way to provide daily excitement and variety for your residents.

Delicious Mobile Treats

With this portable, mobile dessert cart, it's easy to enjoy a variety of delicious treats in your senior living community. The cart is designed to be easy to move and use, and it's perfect for serving a variety of desserts to your residents.

Inspiration

Look at our dessert cart in the real world by visiting our website. You'll find a variety of inspiration for your own dessert cart, including ideas for menu items, pricing, and more.



Tomato Soup: It's Time to Get Spicy

In 2021 alone, more than one billion cups of tomato soup were sold, making it one of the most popular soups in the world. But what if you could make it even better? What if you could make it spicy? That's the idea behind our new spicy tomato soup. It's the perfect way to add a little heat to your soup.

Hot Sauce

Our new spicy tomato soup is made with our signature hot sauce, which is made from the finest peppers. It's the perfect way to add a little heat to your soup.



CONTACT-FREE POURING WITH your smart phone

As the coronavirus pandemic continues to reshape the world around us and shift consumer behavior, the Coca-Cola Freestyle system is rolling out a new pouring option to meet consumer needs with its latest Coca-Cola Freestyle technology innovation—contactless, mobile pouring from a smartphone.

Scan QR code

1. Scan QR code
2. Select drink on your phone
3. Pouring your phone



Confidence In Every Cup

Over a century ago, the J.M. Smucker Company established a commitment to using the highest quality ingredients and food safety standards. Five generations in, consumers rate Smucker's higher than any other brand for quality, trustworthiness and flavor.

ACCOUNTABILITY EVERY LINE OF THE SUPPLY CHAIN

Our system of sourcing ingredients and knowing every ingredient in every line of the supply chain is a commitment to quality and safety.



What is Kombucha?

Kombucha is a fermented drink made from tea and sugar. It's a healthy and delicious beverage that has been around for centuries. It's made from a combination of tea, sugar, and a special culture of bacteria and yeast.

HEALTHY

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Cold Brew

Remember your first sip of cold brew? It's the perfect way to enjoy a refreshing beverage. Cold brew is made by steeping tea leaves in cold water for a long time. This process creates a smooth and refreshing beverage that is perfect for any occasion.

ICED TEA

Our cold brew is made with the finest tea leaves and is perfect for any occasion. It's the perfect way to enjoy a refreshing beverage.

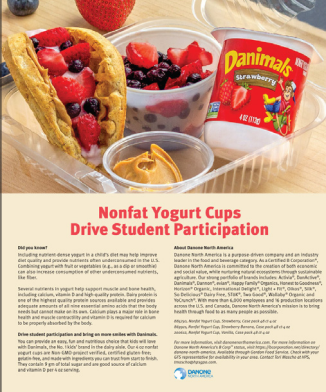


Improved Gordon Choice Plant-Based Burger Patty Stacks Up

The Gordon Choice plant-based burger patty was created to meet the demand for a delicious and healthy plant-based burger. It's made from a combination of plant-based proteins and is perfect for any occasion.

Plant-Based

Our plant-based burger patty is made from a combination of plant-based proteins and is perfect for any occasion. It's the perfect way to enjoy a delicious and healthy burger.



Nonfat Yogurt Cups Drive Student Participation

Delicious Danimals yogurt cups are a healthy and delicious way to enjoy a nutritious snack. They're made from nonfat yogurt and are perfect for any occasion. They're the perfect way to enjoy a healthy and delicious snack.

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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 been a long-time partner in the growth of Bottom Line. The Infiniti team has recently introduced a new UV-Equipped solution for large-scale commercial cleaning. The Infiniti team has recently introduced a new UV-Equipped solution for large-scale commercial cleaning. The Infiniti team has recently introduced a new UV-Equipped solution for large-scale commercial cleaning.

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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.

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"Future Proofing" Schools and Higher Ed

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Health Care & Senior Living Laundry Guidelines

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EQUIPMENT SHORTAGES

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Exclusive Pricing on Paper and Toner

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

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Top Behaviors to 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/hpsnewsletter submissions***.

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.

2025 Submission Deadlines

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

February/March (Spring)

Vendor Deadline: December 2

New/Updated Contracts (Dec/Jan/Feb) Deadline: February 28

Print Deadline: March mid-month

June/July (Summer)

Vendor Deadline: April 4

New/Updated Contracts (Mar/Apr/May) Deadline: May 30

Print Deadline: June mid-month

August/September (Autumn)

Vendor Deadline: June 2

New/Updated Contracts (Jun/Jul/Aug) Deadline: August 18

Print Deadline: August end of month

December/January (Winter)

Vendor Deadline: October 3

New/Updated Contracts (Sept/Oct/Nov) Deadline: December 1

Print Deadline: December mid-month