

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 delicious meals are the ones that are also the most nutritious. That's why the HPS brand is committed to providing you with the best of both worlds. Our products are designed to be both delicious and nutritious, so you can enjoy the best of both worlds without sacrificing flavor.

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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.

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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.

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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 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.

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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.

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What is Kombucha?

Kombucha is a probiotic drink that is made from tea and sugar. It is a fermented beverage that is rich in probiotics and antioxidants. It is a healthy and delicious drink that can help improve your gut health and boost your immune system.

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Cold Brew

Cold brew is a refreshing beverage that is made from cold water and cold brew tea. It is a healthy and delicious drink that can help improve your gut health and boost your immune system.

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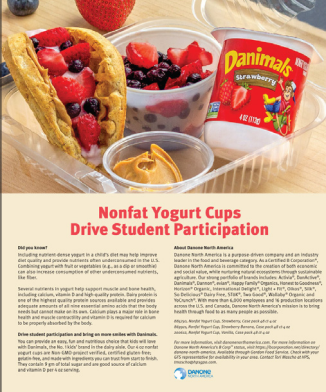
Improved Gordon Choice Plant-Based Burger Patty Stacks Up

The Gordon Choice plant-based burger patty was created to meet the growing demand for plant-based protein in the food service industry. It is a healthy and delicious patty that can help improve your gut health and boost your immune system.

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Nonfat Yogurt Cups Drive Student Participation

Danimals yogurt cups are a healthy and delicious snack that can help improve your gut health and boost your immune system. They are a great way to get your daily dose of probiotics and antioxidants.

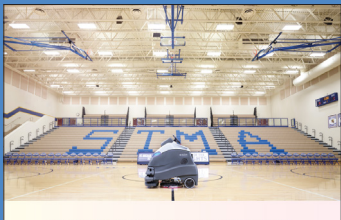
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Clinical/Ancillary Vendor Article Examples

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.

Leading commercial cleaning with power UV disinfection

The new ride-on scrubber is a 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.

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 machine is cluttered and messy? Spring cleaning is a must for any business. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year.

Letting spring clean your machine

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"Future Proofing" Schools and Higher Ed

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Every educational environment needs to be "future proofed"

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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. Bottom Line's CDC laundry guidelines outline 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. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year.

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EQUIPMENT SHORTAGES

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1. Order only

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2. Look at alternative products

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3. Logistics help

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4. Biomedical checks for new equipment

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Exclusive Pricing on Paper and Toner

The Staples program for HPS Members offers exclusive pricing and member benefits on all Staples products. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year.

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

Crest Healthcare is a leading provider of healthcare equipment and services. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year.

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Top Behaviors to Protect People

Skylight is a leading provider of healthcare equipment and services. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year. It's a time to get your machine in top shape and ready for the new year.

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/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.

Submission Deadlines

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

February/March (Winter/Spring)

Deadline: December 1

April/May (Spring)

Deadline: February 1

June/July (Summer)

Deadline: April 3

August/September (Summer/Autumn)

Deadline: June 1

October/November (Autumn)

Deadline: August 1

December/January (Winter)

Deadline: October 2