The Right HME Audience

Delivers More Than Just News

Unlike other publications that focus only on news, HME Business focuses on business strategies, efficiencies, and new revenue opportunities that are central to your customers’ survival in today’s challenging HME environment.

Reach Titled Decision-Makers

97%* of our subscribers are titled decision-makers who have the power to buy your HME products and services.

Online Lead Generation and More

• Receive high-quality leads with our custom Webinars or DemoCasts.
• Reach 15,000+* HME buyers with our eSource weekly eNewsletter.
• Launching a new product? Introducing a new educational tool? HMEB can produce a custom eLetter for you.
• Create brand and new product awareness by advertising on hme-business.com
• Get direct access to our database via email and mailing list rental. For more information, contact Marie Briganti at Merit Direct: mbriganti@meritdirect.com
• Post your new product video on hme-business.com.
• Use our targeted HME database to launch an eblast for your new product or service.

Circulation**

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<tr>
<th>Business Category</th>
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<th>% of Total</th>
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<tr>
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<td>Home Health Care Agency/Manufacturers/Manufacturer’s Rep. Firms</td>
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<td>Others Allied to the Field</td>
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<td>Total Qualified</td>
<td>14,356</td>
<td>100</td>
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</table>

*Media Owner’s Own Data
**HME Business June 2021 BPA Brand Report

We’ve made life easier for readers and advertisers alike this year by switching to a standard trim size for HME Business. This makes it easier to handle and read for our audience and means that advertisers don’t have to create custom ad content for our publication.

HME Business is a member of BPA Worldwide. To review our current BPA Statement online, visit the BPA website at bpaww.com, and select the Healthcare Category of the Business Magazine Section.
What Subscribers Say About HME Business*

Subscriber Quotes

“I read HME Business in order to stay in business. I have owned and operated my HME Corp. for 49 years now. I attribute HME Business for helping to be in business for that long.”
— President/CEO

“(I) like to know about new products and get ideas on how to improve the bottom line.”
— Owner

“It’s a very good, timely, and reliable source for industry information.”
— President

“It provides me with new trends in the market and info about new products and suppliers.”
— President

“I like seeing new products because they’re often new ways we can drive cash sales. I like reading about the pros and cons of new technology. I also like to keep up with legislative action that impacts us.”
— Reimbursement Specialist

“Always up-to-date information. Very informative.”
— President/CEO

Pass-Along Rate

- Readers pass along their issues to a mean number of 1.8 other professionals
- 91% of respondents rate HME Business their personal favorite, very important or important

After seeing an ad in HME Business:

- 88% associated ads with respected brands
- 85% have improved opinion
- 75% became newly aware of a product/service

Time Spent Reading

- 93% spend 15 minutes or longer
- 48% spend 30 minutes or longer

Executive Editor David Kopf

David Kopf became the Executive Editor of HME Business with its January 2008 print and online debut, after the publication was rebranded from Home Health Products news into its current role as a business management magazine for HME providers.

Since then, Kopf has helped launch the publication’s eSource eNewsletter, custom and special edition eNewsletters, white paper program, educational webinars, social media efforts, New Product Awards program, special DME Pharmacy publication, and the HME Business podcast and its related ViewPoints.

Longtime Group Publisher Karen Cavallo tapped Kopf to become publisher of HME Business, DME Pharmacy and Mobility Management in July 2019 upon her retirement. In that capacity, Kopf is regularly seeking new ways to deliver mission-critical information and signature editorial offerings to our audience while providing value to our sponsors and advertisers. Two recent examples are HMEB’s DemoCasts and its special Product Launch online marketing event.

Prior to joining 1105 Media, Kopf worked in various editorial leadership roles at B2B media companies such as Penton Media and Advanstar Communications, starting in 1993. He holds a Bachelor of Arts degree in Communications with a Journalism focus from Cal State Fullerton.

*June 2019 Baxter Research Center mediaView Ad Readership Study
Dedicated Coverage for a Critical Component of the DME Marketplace

Specialty Publication & eNewsletter from HME Business

In the spring and fall, HME Business reaches this important business expansion category — community pharmacies that carry HME products and services. We have targeted 9,500* pharmacies and drugstores nationwide that carry HME and deliver these buyers directly to you, in our magazine and online — without the high cost of advertising in pharmacy publications.

DME Pharmacy editorial is created exclusively for pharmacies that carry HME and features software specific to the segment, reimbursement friendly products, compression, pain management, CMS accreditation requirements, orthopedic softgoods, incontinence and more.

*Media Owner’s Own Data
2021 Magazine Editorial Calendar

**JAN/FEB**
Ad close: 1/25/21
Materials due: 2/1/21

**Features**
• The Annual Big Ten
• Oxygen Care and Business Models in 2021

**Products**
• Problem Solver: Accreditation
• Product Solutions: Sleep

**MAR/APR**
Ad close: 3/4/21
Materials due: 3/11/21

**Features**
• **Software**: How to Best Use Your Data
• Sleep Therapy Trends That Are Here to Stay

**Products**
• Problem Solver: Wound Care
• Product Solutions: Compression

**Special Advertiser Programs**
Spring Product Launch

**APR**
Ad close: 3/3/21
Materials due: 3/10/21

**Features**
• Women’s Health and Community Pharmacies
• COVID’s Lasting Impact

**Products**
**Marketplace**: CBD and Hemp Products

**Special Distribution**
9,500 pharmacies/drugstores that sell HME

**MAY/JUN**
Ad close: 5/21/21
Materials due: 5/28/21

**Features**
• Annual HME Handbook
• Services That Should Be Part of Your Business Plan

**Products**
Problem Solutions: Bath Safety

**Special Distribution**
• Medtrade West
  Phoenix, Arizona
  July 12-14

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**Media Owner’s Own Data**
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<thead>
<tr>
<th>JUL/AUG</th>
<th>SEP/OCT</th>
<th>NOV/DEC</th>
<th>DEC</th>
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<td><strong>Features</strong></td>
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<tr>
<td>• Profile Issue</td>
<td>• Fall Product Launch Issue</td>
<td>• HMEB New Product Awards</td>
<td>• Must-Stock Retail DME Offerings</td>
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<tr>
<td>• Your Pain Management Lineup</td>
<td>• Building a Winning Online HME Business</td>
<td>• Annual Software Roundup</td>
<td>• DMEPOS Accreditation: Expanding Into New Offerings</td>
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<td>• Oxygen: The Rise of “Hospital in the Home” Care</td>
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<td><strong>Products</strong></td>
<td><strong>Products</strong></td>
<td><strong>Products</strong></td>
<td><strong>Products</strong></td>
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<td>• Problem Solver: Billing</td>
<td>• Problem Solver: Sleep</td>
<td><strong>Marketplace:</strong></td>
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<td>• Product Solutions: Sleep Therapy</td>
<td>• Product Solutions: Oxygen</td>
<td>• Product Solutions: Orthopedic Offerings</td>
<td>Compression Products</td>
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<td>Medtrade East Atlanta, Georgia October 18-20</td>
<td>9,500** pharmacies/drugstores that sell HME</td>
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<td>Special Advertiser Programs Fall Product Launch</td>
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<td>*</td>
<td>VGM Heartland Conference Waterloo, Iowa September 13-15</td>
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</table>

**Media Owner’s Own Data**
Delivered directly to 15,000+* HME professionals
- Introduce new products
- Receive direct leads from HME buyers within five days with contact name, address and phone number
- Weekly format offers repetitive branding opportunity

Sponsorship Opportunities
- Leaderboard — 728 x 90
  (also available with 75-character text message)
- Banner — 600 x 74 (top & middle)
- Products and Services
- Video
- Video Package

Product and Services includes:
- Product name/headline (40 characters maximum)
- 150x150 image (non-animated, static JPG or GIF, no larger than 20K)
- Product description (60 words or less)
- Your company name hyperlinked to your website

Advertiser provides the following for video promotion in eNewsletter:
- Video title/headline (max 45 characters)
- Text description (max 50 words)
- URL to video (advertiser hosted)
- 300 pixel wide image from the video (max file size 30KB)
HMEB adds the video play icon on top of the image

Limited space available. All ad space is sold on a first-come, first-served basis. Rates are net and per month.

*Media Owner’s Own Data
# 2021 eSource Editorial Calendar

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<thead>
<tr>
<th>EDITION</th>
<th>SPECIAL FOCUS</th>
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<tr>
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<td>12/17</td>
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Sole-Sponsored eNewsletters*

More and more HME Business advertisers are realizing the power of our sole-sponsored editions of eSource. They let you send branded messaging out to our readership of 15,000+ HME professionals via our eNewsletter in engaging ways — without fatiguing your internal lists. Your return on investment also includes a lead report on ads, and sponsors that provide content receive a click-through report on their content. To help you take advantage of this powerful marketing tool, we’ve launched two templates that let you add your own graphics and messaging, as well as your own articles (if you choose) to the mix.

Option A: Sponsor receives the following positions

- Leaderboard — 728 x 90
- Banner — 600 x 74 (after editorial content)
- Featured Video
- Products & Services (up to 3 items)

Option B: Sponsor receives the following positions

- Leaderboard — 728 x 90
- Sponsored Content section (large area for extensive messaging)
  - Headline (max 90 characters)
  - Opening text (max 200 characters)***
  - Graphic — 650 x 200 (max file size 70k)
  - Optional sponsor-supplied content (basic HTML with no styling or special markup). Content can include links to your URL and call to action text (max 500 characters)***

Each sponsorship can be upgraded with additional Q&A with Editor David Kopf.

*Sole-sponsored eNewsletters are created by 1105 Media and use the HMEB eSource eNewsletter template and ad specifications. Not all content can be provided by the sponsor.

**Media Owner’s Own Data

***Max character count includes spaces.
Custom email Blasts

Build stronger customer relationships with a custom eBlast campaign. Deliver relevant product, service, or education information to the HMEB audience and generate leads.

Package includes set-up, one test, email distribution and up to 100 leads. Additional leads may be available at an additional cost.

Materials and Specifications

Advertiser provides:

- HTML file designed for viewing by various email clients
- To comply with CAN-SPAM, HTML must include advertiser’s physical address and opt-out link
- Images must be hosted by client
- From line: [company name]
- Subject line
- email address for proofing contact(s)
- email addresses for seed list
- Signed List Rental Agreement
- Two weeks lead time
- To comply with CAN-SPAM, an Opt-out File/Unsubscribe list— a list of records that have requested to opt out of your promotions. (Excel file preferred.)

A test message will be sent for your approval. Minor corrections can be made, or you can provide a revised HTML file for the re-test.

CAN-SPAM Requirements

The CAN-SPAM Act of 2003 requires that a “Sender” of an email message: Provide an opt-out mechanism by which recipients can request to stop receiving such messages (15 U.S.C §7704 (a) (5)). Refrain from sending messages to such recipients once the opt-out request has been received (15 U.S.C §7704 (a) (4)). Additionally, the Act defines a “Sender” as: “A person who initiates such a message and whose product, service, or Internet web site is advertised or promoted by the message.” (15 U.S.C. §7702 (16) (A)). In the interest of providing robust customer services and in an effort to stringently comply with the law, it is 1105 Media policy to treat both 1105 Media, Inc. and the featured advertising/sponsorship partner as “Senders”. As such, it is 1105 Media policy to:

- Include opt-out links for both 1105 Media and the featured advertising/sponsorship partner.
- Suppress email addresses from both the 1105 Media opt-out request file and the advertising/sponsorship partner opt-out request file.
Website

*HME Business* online is designed to give you access to an active HME purchasing audience and a powerful branding tool. Our online content is the portal for HME breaking news, legislative and funding updates, webinars, products by category and company, and includes a valuable 20-plus-year story archive and a searchable product directory.

Advertising Positions

Homepage and run of site:
- Leaderboard* (4 sponsors) 728 x 90
- Rectangle (4 sponsors) 300 x 250
- Large Box (4 sponsors) 300 x 400

Specialty Options
- Pushdown*
  - Hover over expansion dimensions 970 x 90 +
  - Hover over expansion dimensions 970 x 415
- In-Article Big Box 640 x 450
- Wallpaper *
  - (2) 152 x 600
- Embedded Video on Homepage (Positioned prominently on the homepage and includes promotion in our eLetter, eSource)
- Video Package
- Remarketing

*An alternate 300 x 50 banner to run on smaller devices can also be supplied.

Product Options

- Product Showcase on the Home Page

Each includes:
- product name/headline (40 characters maximum)
- 150 x 150 image (JPG or GIF, no larger than 20K)
- product description (60 words or less)
- your company name hyperlinked to your website.

All rates are net and per month unless otherwise stated.

Mobile-friendly design

Top-performing banners and options for powerful branding

Designed to give daily access to an active HME purchasing audience
Specialty Website Options

Wallpaper

Take command of the screen with wallpaper — a pair of 152 x 600 banners positioned on the left and right sides of the HME Business website. The banners move down the screen as viewers scroll for continuous impact. Repeat the same image on both sides, or submit two different banners with a cohesive look.

- Images can be in JPG, GIF or PNG format
- If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look.

Pushdown Ad

Increase your impact with this homepage banner.
Get viewers to take a second look with our new pushdown banner position. Located directly below the top navigation bar on the HME Business homepage, the ad expands when viewers hover over it, increasing visibility and capturing attention.

Dimensions

970 x 90
(max file size 50K)

Hover Over Expansion Dimensions

970 x 415
(max file size 200K)

Advertisers have the option to provide a 300 x 50 ad to serve on smaller mobile devices.
Product Launches - Spring and Fall 2021

Make sure the largest audience of HME professionals learns about your new products and services by taking advantage of this special print and online event!

Can’t travel to show off your new products face-to-face? HME Business has the forum you need at this critical time. With our large selection of media formats, you can promote your offerings to a much larger audience in a much safer way. Select from one of our special packages or choose specific media to suit your needs. **Space is limited, so reserve your positions today!**

**HME Business Magazine Product Launch Issues**
March/April and September/October
Don’t miss launching your product this fall. Advertise in our Product Launch issues and receive special showcased product with longer description, larger art and prominent placement in the issues’ featured product coverage. Average circulation: 14,660*

**Product Launch Showcase eNewsletters**
Spring: April 6 & 20 and Fall: October 12 & 26
Introduce your new products to our audience of 15,000+*** HME professionals. Receive leads from HME buyers with contact name, address and phone number.

**HMEB DemoCasts**
Spring and Fall
Show your new products and services to an engaged audience of HME professionals in a 15-minute video segment (including 5 minutes of Q&A) or in a 5-minute video only in one of our DemoCasts.

**HME Business Social Media**
Maintain a social relationship with your buyers through HME Business' social media outlets. We’ll post your message to our Twitter, LinkedIn or Facebook accounts to keep you connected.

*BPA Brand Report, June 2021
***Media Owner’s Own Data

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**Maximize Your Reach With Our Special Product Launch Packages**

<table>
<thead>
<tr>
<th>Premium Product Launch Package</th>
<th>Deluxe Product Launch Package</th>
<th>Video Add On</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Full page magazine ad in <em>HME Business</em></td>
<td>• Full page magazine ad in <em>HME Business</em></td>
<td>We’ll shoot video at in-person events and post it to our social media accounts.</td>
</tr>
<tr>
<td>• (2) spots in Product Launch Showcase eNewsletters</td>
<td>• (1) spot in Product Launch Showcase eNewsletters</td>
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<tr>
<td>• (1) 15-minute DemoCast sponsorship (including 5 minutes of Q&amp;A)</td>
<td>• (1) 5-minute DemoCast sponsorship</td>
<td></td>
</tr>
<tr>
<td>• (10) social media posts</td>
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<td></td>
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</tbody>
</table>
The **HME Business Podcast**

**Sponsoring a podcast by HME Business is a unique way to engage your HME prospects.**

Each podcast creates a marketing experience for your company and offers an insider’s view into the HME industry and smart business strategy. Each podcast will feature a 20–30 minute conversation with David Kopf, executive editor, and a representative from your company. Topics can be legislative and regulatory, explore new provider markets or revenue streams, data solutions or what’s on your CEO’s mind. Also included in your podcast is a brief company marketing message.

Your podcast will be featured in an HMEB news article, marketed to our HME professional database, promoted on our website and eSource, featured on social media and iTunes/Apple, Google Podcasts and Stitcher.

**Get podcast leads with a Viewpoint**

Take your HME Business podcast sponsorship even further with Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a single podcast that includes:

- Lead generation campaign
- One email promotion blast
- One set of retargeting banners
- A 300x250 website banner that will run for one month
- Two 600x74 eNewsletter banners (scheduled based on availability)

You have the option of creating the website banner, retargeting banner, and eNewsletter banner, or using ones that we supply based on a template.

**The HME industry wants podcasts**

We reached out to our HME audience, and 80% of respondents said they would listen to an HME Business podcast. 56% of respondents already listen to podcasts.

To back up our reader opinions, our most downloaded podcasts are vendor-sponsored.
Webinars

Your Powerful Tool for Generating Quality Sales Leads

Our turnkey webinar solution is a cost-effective way to drive awareness and generate leads. Stand out as a thought leader in the HME industry by delivering a professional-quality educational presentation. Gain access to busy industry professionals through our easy online access and on-demand replay of your event. This combination is an effective way to get the valuable time and attention of our audience and an efficient way to generate valuable customer leads. Webinars are one hour long and include 45 minutes for you to present and 15 minutes to engage in a Q&A session with the attendees.

Sponsorship includes:
• Development of registration page, event console, marketing, lead collection, and reporting.
• Lead generation including full contact details and demographics on all registrants.
• Comprehensive event promotion on our websites, eNewsletters, and through social media.
• Logo and sponsorship acknowledged in promotions to targeted HMEB subscribers.
• Prominent branding on attendee webinar console and promotions.
• Dedicated production coordinator for the live event.
• Q&A during the presentation.
• Reminder emails prior to webinar and thank-you emails after the event.
• Six-month on-demand archive for ease of access.
DemoCasts

Show your newest products and services to an engaged audience of HME professionals – and collect leads

Can’t travel to demonstrate your products face-to-face? Show them to our audience of HME professionals in a video. Select a 15-minute segment (includes Q&A with editor) or a 5-minute video segment. Show as many of your products or services as you wish in your allotted timeframe. You provide the video. We host the DemoCast webinar and provide you with the leads.

Space is limited. Reserve your spot for our next DemoCast today!

Materials Needed:
• Company name — how you want to be listed as the sponsor
• Logo
• 50-word company product description (including URL to your website)
• 10- or 5-minute video demo (.mp4 file type required Recommended data rate 2Mbps or lower.)
New Product Award

Honoring outstanding product development achievement by HME manufacturers and service providers each year

2021 Award Categories

• Access - Auto
• Access - Home
• Accreditation and Certification Services
• Bath Safety
• Beds & Support Surfaces
• Business Technology — Complete HME Management Solutions
• Business Technology — Specialized Solutions
• Compression
• Diabetic Supply
• HME Business Services
• Incontinence and Urology Supplies
• Mobility - Power & Manual Wheelchairs
• Mobility - Scooters
• Mobility - Smart Technology
• Mobility - Walking Aids
• Orthopedic Products
• Pain Management
• Respiratory - In-Home Equipment
• Respiratory - Portable Equipment
• Retail
• Seating and Positioning
• Sleep - Resupply Items & Related Sleep Products
• Sleep - Therapy Systems
• Women’s Health Products
• Wound Care

Winner Benefits

Winners in each category receive great publicity, such as:

• Award suitable for display
• use of HME Business New Product Award logo on all ads, social media, and marketing materials promoting winning product(s)
• recognition in HME Business marketing and promotions
• editorial coverage, both online and in print, and special advertising rates in the issue of HME Business magazine highlighting winners
Magazine Ad Specs

Magazine Trim Size: 8 x 10 3/4 (all sizes are in inches)

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/2 x 10 1/4</td>
<td>8 x 10 3/4</td>
<td>8 1/4 x 11</td>
</tr>
<tr>
<td>Spread</td>
<td>15 1/2 x 10 1/4</td>
<td>16 x 10 3/4</td>
<td>16 1/4 x 11</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>n/a</td>
<td>6 1/2 x 4 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>n/a</td>
<td>4 3/8 x 9 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>n/a</td>
<td>4 1/4 x 6 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 9 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 9 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>n/a</td>
<td>4 3/8 x 4 1/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 4 5/8</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 4 1/4</td>
<td>n/a</td>
</tr>
</tbody>
</table>

All ads are to scale.

All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.

Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files. Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers or transparencies). Set bleeds 1/8” beyond trim. DO NOT use stylized fonts. Embed all fonts. Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so they don’t overlap the bleed.

Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers). Set bleeds 1/8” beyond trim. Fonts must be embedded or converted to outlines. Overall density of CMYK colors cannot exceed 300%.

Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

Uploading to FTP

It’s important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com
User ID: 1105user
Password: 1105pass
Directory: /1105external/production/HME_Business

Tip: You’ll need file-sharing software to upload to FTP. One of the most user friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions
1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Tess Antonio, Production Coordinator
HME Business, [issue date]
1105 Media, Inc.
6300 Canoga Avenue, Suite 1150
Woodland Hills, CA 91367
818-814-5371
tantonio@1105media.com

Additional Advertising Resources
https://1105media.com/pages/ad-specs
Website Banner Ad Specs

1105 Media Ad Serving Platform is Doubleclick DFP

Acceptable Files
• GIF/JPG/PNG files (includes animated GIF files)
• Flash files (no lower than Flash Player version 7 and no higher than version 10.1)
• We advise advertisers and agencies to develop animated banners in HTML5 as the Chrome browser is currently auto-pausing Flash banners. HTML5 ad design and development guidance can be found here: http://www.iab.net/media/file/HTML5_DAv1_0_Draft_05-06-13.pdf

HTML5
• We accept HTML5 banners served via third party tags or hosted by the advertiser/agency. When hosted by the agency, an index file (HTML) should be sent with all URLs as https://.
• 1105 Media sites are https:// so all references in the index files as well as the tags themselves must be https://.
• When submitting flash files, please be sure to implement the Click Tag variable in place of the click URL (see directions below).

How to Embed Click Tags
1. Open or create a new Flash document. Set the file to Actionscript 2.0. If you are using an existing Flash file, go to File > Publish Settings and make sure it’s set to Actionscript 2.0.
2. Insert a new layer on the root timeline, at the top of all layers and name it button (or name of your choice). This MUST be the topmost layer in your file.
3. Draw a shape over the entire canvas, convert to a BUTTON symbol. Set the alpha transparency of the symbol to 0% so that the button is invisible. On the button symbol timeline, make sure the frame is on the “Hit” keyframe ONLY.
4. Open the Actions panel (Window > Actions).
5. Select the button symbol on the canvas. You should see it selected in your timeline. In the Button Actions panel, paste the following code:
   on (release) {
   getURL(_level0.clickTAG, "_blank");
   }

6. NOTE: When inserting a value for the Instance name, DO NOT use clickTag, clickTAG, or ClickTag. It is best to not use the term click tag, as it can conflict with the ad system. This should also be taken into consideration when naming layers.
7. Save and publish your file to Flash 7 or above.

A standard GIF or JPG ad must be submitted with any rich media ad (for when a user does not accept to display rich media ads).

Video file format
MP4, MOV, VPAID, MP3. 720p is standard and 1080p is acceptable (suggested if supplying full HD video). 800x450 max dimension. 200KB max size, 15 to :60 second video. Audio MUST be user initiated. Optional video description and link: 120 character or less description plus URL to your website

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. A 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please send Javascript/Standard or Standard tags only. If using DFA, please send internal redirect tags.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

Placement
Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

All creative is due 5 business days prior to launch.
Please submit materials to Tim Bobko at tbobko@1105media.com.
eNewsletter Banner Ad Specs

Banner Sponsorship - 30K maximum file size
Leaderboard - 728x90
Top & Middle Banner - 600x74
Product Banner - 600x74
Click-thru URL

Featured Product - 20K maximum file size
Product name/headline (40 characters maximum)
150x150 image (non-animated, static JPG or GIF)
Product description (approx. 60 words or less)
Your company name hyperlinked to your website

Headline
55 characters maximum, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed. URL is acceptable up to 250 characters (including spaces).

Acceptable Files
Static GIF or JPG files

All creative is due 3 business days prior to launch.
Please submit materials to Tim Bobko at tbobko@1105media.com.

sales contacts

David Kopf
Publisher
949-265-1561
dkopf@1105media.com

Lynda Brown
Publisher's Assistant
972-687-6710
lbrown@1105media.com

Rick Neigher
Group Sales Manager
818-597-9029
rneigher@1105media.com

Randy Easton
Integrated Media Consultant
678-591-2822
reaston@1105media.com