

# HME News

BUSINESS NEWS FOR HOME MEDICAL EQUIPMENT PROVIDERS

**Right Message.  
Right Audience.  
Right Time.**



2017 media kit • [www.hmenews.com](http://www.hmenews.com)

## Target your customers through the news

Dear HME Marketer,

We're proud to present you with our 2017 HME News Media Kit. As the leading media company in HME and publishers of *HME News*, the "newspaper of record" for the HME industry, we can deliver your marketing message to your prospects better than anyone else.

Beginning this year, you can access behavioral information on our audience in addition to standard demographics. This unique capability allows you to zero in and deliver a highly targeted message to your best prospects.

We also continue to offer you the most complete range of products to reach this audience. From our nationally recognized *HME News*, our email newsletters and Web site, the official Medtrade Show Dailies, to our industry leading HME News Business Summit, you have lots of choices in type of media and price range when it comes to optimizing your marketing message.

We're here to give you get the best value for your marketing dollar. Let us help you with a program that accomplishes your goals. Call or email us today. We're eager to work with you.



Rick Rector



Jo Reed

## Contact

### Headquarters



106 Lafayette Street • PO Box 998  
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207-846-0600

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Contact your sales manager for custom marketing proposals and all pricing.



**You pick your audience**

**AUDIENCE**



Target the right prospects through HME News' engaged audience

The HME Focus is a dedicated email that delivers your custom message to an audience of your choice. This unique opportunity allows you to reach HME professionals with buying power, without other advertisers' materials in the email. Drill down into our extensive audience data to target exactly who you want to reach.

Our United Audience Database (UAD) tracks and collects data on HME professionals as they engage with our news. We know who your prospects are, what they do and what information they are seeking. This means we know how to help you reach and connect with them. With both demographic and behavioral selections available, you can be sure you are hitting your target audience.

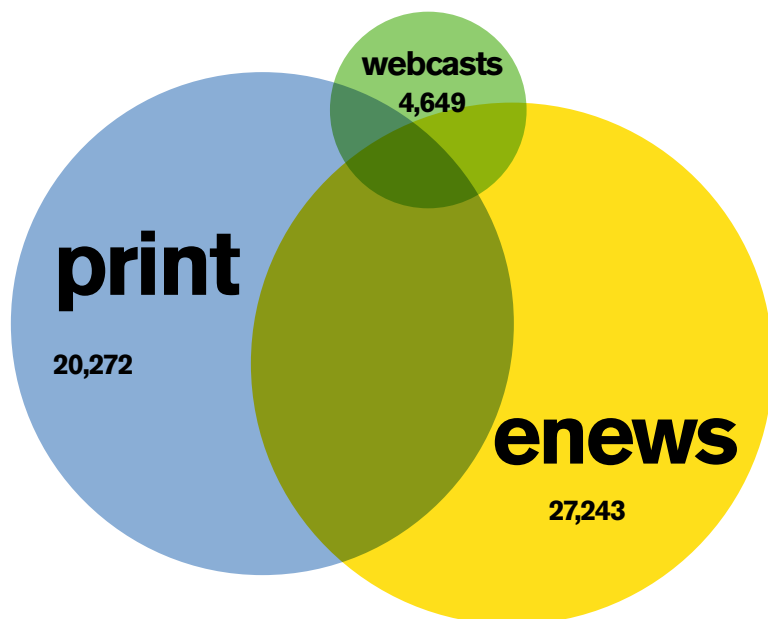
#### Focus email options:

**DIRECT HIT:** email to 500 names with both demographic and behavioral selects

**TARGETED:** email to 1,000 names with demographic selects only



**Total audience**



**48,338** Unique HME professionals

**Providers 21,197**

**Management 22,417**

List Rentals

Reach HME News' audience with your own direct mail piece. Contact Mike Rovello at Infogroup.  
Phone: 402-836-5639 | email: [mike.rovello@infogroup.com](mailto:mike.rovello@infogroup.com)

## Broadest Reach

PRINT

### Print Issue

Connect with 16,100+ HME professionals through the monthly print edition. Print advertising is an essential component of your integrated marketing campaigns.

#### Advertising opportunities include:

##### Display Ads / Inserts / Wraps + Tips

The foundation of any marketing campaign. Get your message seen in the pages of *HME News*.

##### Marketplace Ads

Ads in this targeted section enable you to influence thousands of readers without breaking your budget.

##### New Product Submissions

In order to have your new product considered by the editors, please submit a photo, a description and the three most important features to Tracy Orzel at [torzel@hmenews.com](mailto:torzel@hmenews.com). Put "new product" in the subject line of your email. No charge for new product listings.

## State of the Industry Special Report

Available with our December issue, this reference guide reaches all of our qualified subscribers and provides highlights of vital industry data, mined from Medicare's statistical repository. Place your ad in this vital industry resource and gain repeat ad exposure as providers reference it throughout the year!



### Coverage

#### News Sectors

*HME News* reports the news your prospects need, in all the formats they prefer. We cover the following industry segments:

#### HME Providers

News made by HME and respiratory providers. Tracks industry trends in reimbursement, operations, marketing, financial, legal affairs, accreditation, compliance, mergers and management.

#### Mobility

Expanded coverage of mobility technology suppliers providers. Follows coding, auditing, accreditation and other business concerns in custom rehab, power chair and scooter markets.



#### RX & Specialty Providers

News made by respiratory pharmacists and companies that have developed niches in medical supplies, soft goods, pediatrics, women's health, diabetes and others.

#### Vendors

News about manufacturers and distributors of home medical equipment and supplies. Tracks technology trends and breakthroughs, dealer programs and changes in product categories.

## Official medtrade Show Dailies

#### Make a big impact at Medtrade!

Packed with breaking news and distributed fresh each day of the show, the Medtrade Show Dailies are the best way for exhibitors to grab the attention of attendees. Placing an ad ensures you'll reach your prospects onsite and drive buyers to your booth.

Special advertising packages are available. Contact your account manager.





## Editorial Calendar

### CALENDAR

Issue	Special Features	Business Development	Product Spotlight	Bonus Distribution	Deadlines*
<b>JANUARY</b>		Oxygen Therapy	Stationary Concentrators, Portable Oxygen Concentrators, Conservers, Regulators, Tubing, Racks, Pulse Oximeters, Other		<b>Ad Close: Dec 6</b> <b>Materials Due: Dec 9</b>
<b>FEBRUARY</b>	Ad Feedback Study/Medtrade Spring Pre-Show Issue	Complex Rehab	Power Wheelchairs, Manual Wheelchairs, Standing Wheelchairs, Seating Systems, Positioning Systems, Seat/Back Cushions, Drive Controls, Accessories	International Seating Symposium	<b>Ad Close: Jan 9</b> <b>Materials Due: Jan 12</b>
<b>MARCH</b>	Medtrade Spring Show Issue	Bariatrics	Bariatric Walkers, Beds, Wheelchairs, Cushions, Patient Lifts, Lift Chairs, Other	Medtrade Spring	<b>Ad Close: Feb 6</b> <b>Materials Due: Feb 9</b>
<b>APRIL</b>		Orthotics/Prosthetics, Soft Goods	Off-the-Shelf Orthotics, Breast Forms, Compression Garments, Back/Abdominal Supports, Cervical Supports, Bandages, Splints, Sports Medicine, Other	Home Health Technology Summit	<b>Ad Close: Mar 7</b> <b>Materials Due: Mar 10</b>
<b>MAY</b>		Billing Systems/Services	Billing, Documentation, Compliance, Fulfillment, Patient Copay Collections, Other	AAHomecare Washington Legislative Conference	<b>Ad Close: Apr 6</b> <b>Materials Due: Apr 11</b>
<b>JUNE</b>		Sleep Therapy	CPAPs/CPAP Masks, Apnea Monitors, Hoses, Humidification, Home Sleep Testing	Heartland Conference	<b>Ad Close: May 8</b> <b>Materials Due: May 11</b>
<b>JULY</b>		Wheelchairs/Scooters	Power Wheelchairs, Manual Wheelchairs, Scooters, Vehicle Lifts, Stair Lifts, Seat/Back Cushions, Batteries, Ramps, Baskets, Accessories		<b>Ad Close: Jun 6</b> <b>Materials Due: Jun 9</b>
<b>AUGUST</b>		Home Health Technology	Medical Alert Devices, Remote Monitoring, Disease State Management		<b>Ad Close: Jul 7</b> <b>Materials Due: Jul 11</b>
<b>SEPTEMBER</b>		Pediatrics	Pediatric DME, Rehab/Mobility, Oxygen, Nebulizers, Soft Goods/Disposables, Nutritionals, Other	HME News Business Summit	<b>Ad Close: Aug 7</b> <b>Materials Due: Aug 10</b>
<b>OCTOBER</b>	Medtrade Pre-Show Issue	Home Accessibility & Safety	Ramps, Lift Chairs, Beds, Patient Lifts, Aids To Daily Living (ADLs), Commodes, Bath Benches, Transfer Benches, Elevated Toilet Seats, Grab Bars, Tubs		<b>Ad Close: Sep 6</b> <b>Materials Due: Sep 8</b>
<b>NOVEMBER</b>	Medtrade Show Issue	Diabetes	Glucose Monitors, Strips, Lancets, Therapeutic Shoes	Medtrade	<b>Ad Close: Oct 2</b> <b>Materials Due: Oct 5</b>
<b>DECEMBER</b>	State of the Industry Special Report	Wound Care	Wound Care/NPWT, Incontinence/Skin Care, Pressure Mattresses/Beds		<b>Ad Close: Nov 6</b> <b>Materials Due: Nov 9</b>

## Reach an even wider audience

### The HME News Digital Edition

This fully-interactive version of the newspaper has customizable features and allows users to access complete issues of *HME News* at anytime on the web. Each month, an email linking to the Digital Edition is sent to *HME News*' engaged subscribers, who are viewing more than 22,000 pages each digital issue. Your exclusive monthly sponsorship allows you to influence HME decision makers as they read their news online.

#### Exclusive Monthly Sponsor receives:

- HTML or text ad in the announcement email broadcast sent to more than 11,000 subscribers
- Full page ad on the landing page
- Extended exposure through archived edition

#### Other advertising opportunities:

- Skyscraper ad - 160 X 600 Pixels with URL
- Custom tabs for inserts
- Custom size ads on landing page

**More than 22,000  
page views per  
issue!**



Skyscraper ad

Custom Tab

## Cost-effective brand awareness

.COM

## HMENews.com

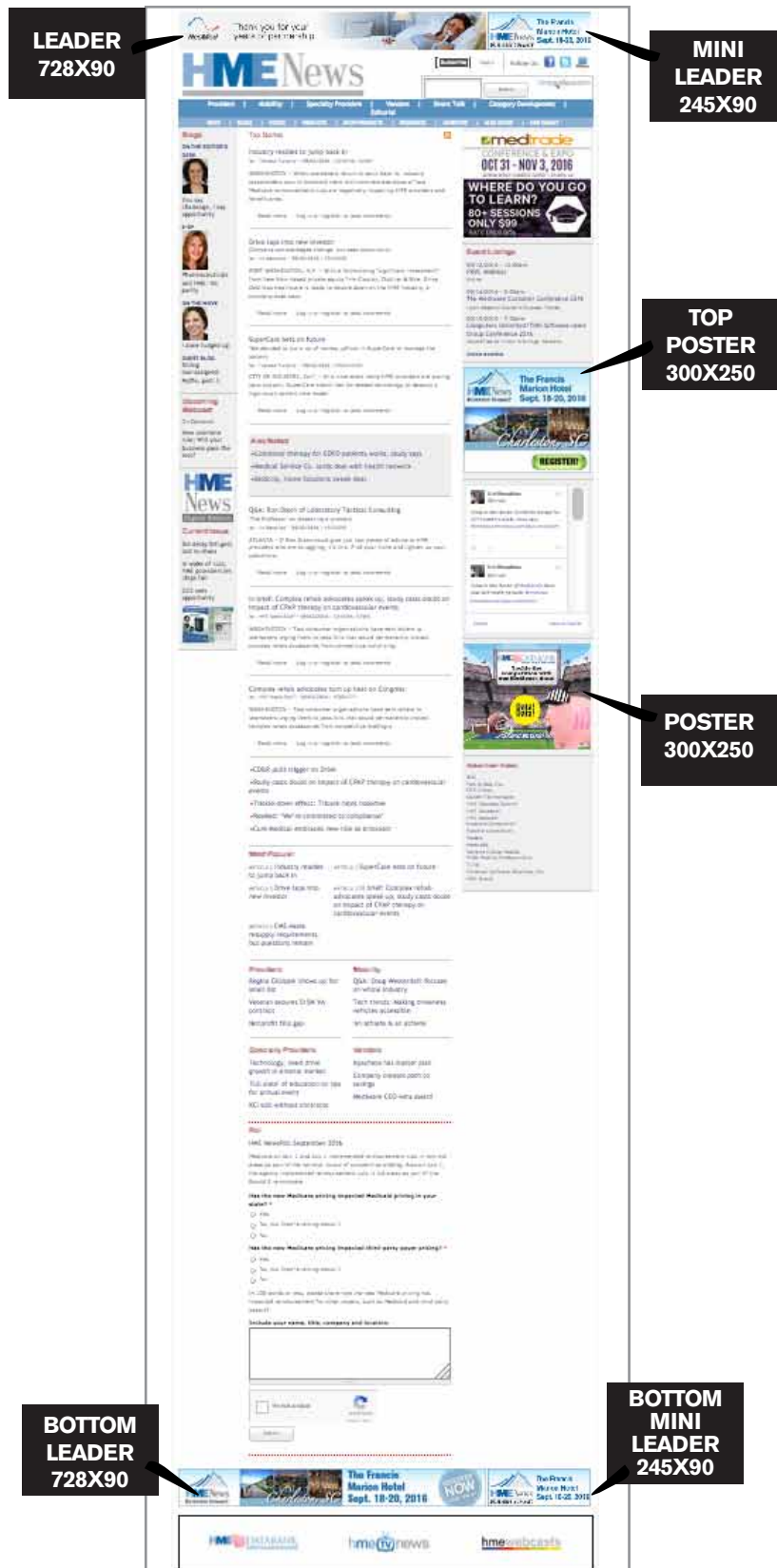
Our popular website reports the news as it happens for the entire industry. Your prospects visit on a daily basis. Make sure your ad is seen by decision-makers as they access critical information vital to their success.

**Avg. Monthly Visits:** 39,151  
**Avg. Monthly Unique Visits:** 21,060  
**Avg. Monthly Page Views:** 71,671

\* 2016 data

### Site features include:

- Top news stories
- Market news
- Webcast library
- Industry blogs
- NewsPolls
- Events Calendar
- Products
- And more!



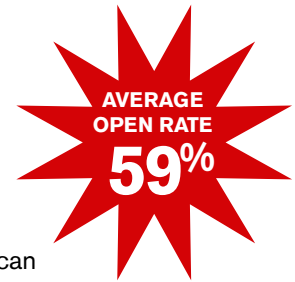
## Lead generation

Receive the contact information\* for every person who clicks on your ad. Includes: contact name, company, job title, state and email address.

**hme**newswire

**Sent weekly to: 11,250**

Our extremely popular weekly broadcast email keeps readers fully informed with breaking news and relevant stories crucial to the industry. **Two sponsorships available:** Primary and Secondary Ads can be graphic or text and are clickable to your provided link.



**top5s** Mobility | Respiratory | Moneyline

**Sent monthly to: MOBILITY – 5,700 RESPIRATORY – 6,500 MONEYLINE – 7,300**

The Top 5 monthly e-newsletters focus specifically on stories in the Respiratory, Mobility and Finance arenas. These emails keep providers up-to-date on stories they may have missed in their specific field. It also gives you an opportunity to target your message directly to providers with an interest in your product and/or service. One sponsorship per product per month.

**hme**Most Read 

**Sent monthly to: 7,800**

HME Most Read provides subscribers links to the most read stories on hmenews.com, keeping them up-to-date on news they may have missed. One sponsorship available per month.

**hme**showcase  
SOLUTIONS AT A GLANCE

**Sent monthly to: 6,900**

HME Showcase presents home medical product solutions to savvy providers and other HME professionals at an affordable price. Showcasing your product is an extremely cost-effective way to generate leads and build product awareness.

\* email address is guaranteed for every person. Other data may not be available.



Showcase your company as a topic expert

WEBCASTS

## HME Webcasts

Partner with *HME News* on a lead-generation webcast. HME Webcasts provide valuable industry knowledge to an engaged audience. Sponsorship gives you the opportunity to position your company as a thought leader. You can sponsor one of our editorially designed webcasts or create your own. We handle all the details from marketing and administration to technology and reporting.

### You'll receive:

- Qualified leads from our engaged audience
- Complete project management
- Three custom questions on registration page
- The opportunity to educate decision-makers about your value proposition
- Enhanced credibility by teaming with *HME News*

### Marketing efforts include:

- One print ad relating to Webcast topic
- Three email broadcasts to a targeted audience
- One HME Showcase ad
- One Poster ad on HMENews.com
- Listed under Webcast tab on HMENews.com
- email broadcast template provided to you to send to your own customer base

Custom webcasts are available. Contact your account manager for details.

[www.hmenews.com/webcasts](http://www.hmenews.com/webcasts)



## Onsite and pre-conference marketing

### EVENTS

## Face-to-Face Events



### The HME News Business Summit

Align your brand with this cutting edge business conference, a forward-looking event that prepares industry leaders for future success. The Summit provides fact-based content for HME top management. Entering its 13<sup>th</sup> year, the HME News Business Summit has proven to be an essential resource for provider management.

Sponsorship allows your company to associate with an event that provides decision-makers with content they can't get anywhere else. There are four sponsorship tiers, each with limited space.

#### FOR MORE INFORMATION, CONTACT:

Rick Rector, Exec. Vice President and Publisher  
207-846-0600 x267 | [rrector@hmenews.com](mailto:rrector@hmenews.com)



Our marketing and editorial teams do the legwork for you

SERVICES

## Marketing & Content Services

PRODUCT / SERVICE	DESCRIPTION
<b>NATIVE ADVERTISING</b>	Combine a page of related stories written by a contributing editor with a full page ad for your products.
<b>POST-SHOW MARKETING CAMPAIGNS</b>	Match your leads with our extensive database to enhance the sales process.
<b>WHITE PAPER AND CASE STUDY POSTINGS</b>	Show your thought leadership and gather leads.
<b>MICROSITES</b>	Custom, dedicated web page within hmenews.com.
<b>BLOGGING</b>	Become a thought leader with content from our contributing editors.
<b>DATA APPENDING</b>	Need more info on your prospects? Let us fill in the gaps with enhanced demographic and behavioral information from our extensive audience database.

## HME Databank

The HME Databank delivers the hard facts providers need to make decisions about running their business. Derived from actual Medicare data, sortable, searchable and downloadable, the Databank is the most accessible source of HME industry data.

### PROVIDER SHARE

Top 1000 HME providers for Medicare's most popular DME products

### PRODUCT SHARE

Medicare reimbursement (national, state and county levels) for all products in Medicare's National Competitive Bidding program

### PROVIDER LOCATOR

Address and phone numbers for all HME companies in the U.S. that do business with Medicare



A yearly subscription allows you to download unlimited data in either a PDF or Excel format.

[www.hmedatabank.com](http://www.hmedatabank.com)

## Print Specs

### PRINT SPECS

#### Submission Policies:

- All files must be submitted "print ready."
- Any file manipulation and/or repair is a billable service.
- Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications.

#### Accepted formats:

##### PDF/X-1A

- **Strongly preferred format.**
- Use the Overprint Preview feature in Acrobat to verify that your PDF will print properly before sending.

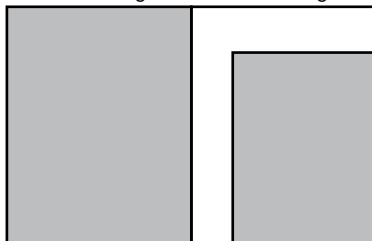
##### Tiff or EPS

- Resolution is 300 dpi.
- CMYK channels only.

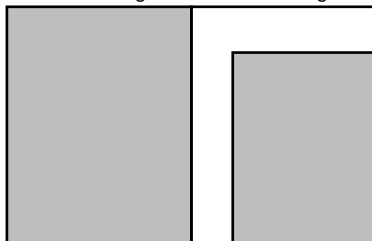
Tabloid Spread



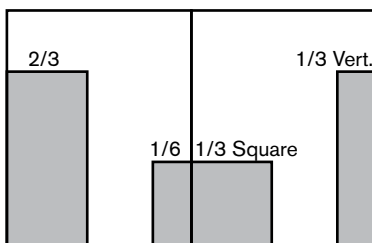
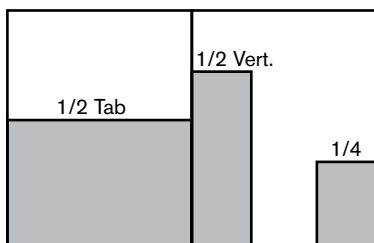
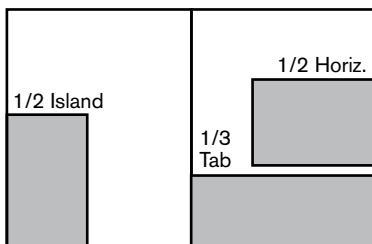
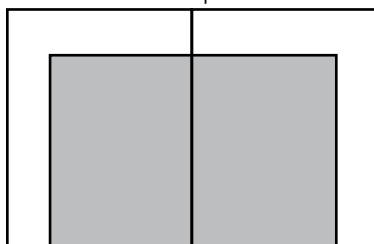
Tabloid Page



Junior Page



Junior Spread



## FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: ftp.hmenews.com  
username: production  
password: 8sh2Gdi8

Include:  
File name  
Advertiser name  
Issue date

Once uploaded, please email:  
ldubois@unitedpublications.com

## by mail

Please send advertising materials to:  
Lise Dubois, Production Director  
HME News  
106 Lafayette Street  
Yarmouth, ME 04096

207-846-0600 x214  
ldubois@unitedpublications.com

#### Ad sizes for Special Reports:

Junior Page • 1/2 Page Horizontal • 1/4 Page

#### Dimensions:

	inches		millimeters	
	Width	Height	Width	Height
<b>TAB PAGE:</b>				
Bleed	10 7/8	13 7/8	276	352
Trim	10 5/8	13 5/8	270	346
<b>HALF TAB:</b>				
Bleed	10 7/8	7 1/2	276	191
Trim	10 5/8	7 1/4	270	184
<b>JUNIOR PAGE:</b>				
Bleed	8 3/8	11 1/8	213	283
Trim	8 1/8	10 7/8	206	276

	inches		millimeters	
	Width	Height	Width	Height
<b>TAB SPREAD:</b>				
Bleed	21 1/2	13 7/8	546	352
Trim	21 1/4	13 5/8	540	346
<b>JUNIOR SPREAD:</b>				
Bleed	16 1/2	11 1/8	419	283
Trim	16 1/4	10 7/8	413	276

	inches		millimeters	
	Width	Height	Width	Height
<b>FRACTIONALS:</b>				
2/3 Page	4 9/16	10	116	254
1/2 Island	4 9/16	7 1/2	116	191
1/2 Horiz.	7	4 7/8	178	124
1/2 Vert.	3 3/8	10	86	254
1/3 Tab	9 5/8	3	245	76
1/3 Sq.	4 9/16	4 7/8	116	124
1/3 Vert.	2 3/16	10	56	254
1/4 Page	3 3/8	4 7/8	86	124
1/6 Page	2 3/16	4 7/8	56	124
Marketplace	3	3	76	76



## e-media Specs

### hmenews.com Ads

- Pop-ups: 300 x 250 pixels  
550 x 480 pixels
- Leaderboard: 728 x 90 pixels
- Mini Leaderboard: 245 x 90 pixels
- Poster: 300 x 250 pixels

#### File specifications:

GIF/JPG/3rd party tags:

- Max file size: 50K.
- Fifteen second animation limit, max of three loops.

FLASH:

- Max file size: 80K.
- Fifteen second animation limit, max of three loops.
- Flash files must contain the clickTAG variable to track click-throughs correctly<sup>†</sup>. See Adobe's official guide on how to set up a Flash file using the clickTAG variable at: ([http://www.adobe.com/resources/richmedia/tracking/designers\\_guide](http://www.adobe.com/resources/richmedia/tracking/designers_guide)). A hard-coded URL link is also acceptable for non-third party tag ads<sup>†</sup>. The SWF file also needs to include a target of "\_blank".

<sup>†</sup>We are not responsible for the inability to track click throughs of ads not designed to our specifications.

<sup>\*</sup>Although we try to accommodate the click through tracking of 3rd party tags, we do not guarantee it.

### Newsire Ads

- 640 x 90 pixels GIF or JPG, max file size of 50K and URL.
- Text ad: 50-words of copy and URL.

### HME Showcase Ads

- 60-words of copy, a short headline and URL.
- 100 x 100 pixel image in static GIF or JPG format.

### Focus

- 640 pixel wide GIF or JPG image and URL. (*Whole image will be clickable to destination URL.*)
- Subject line.
- or -
- A table-based HTML file with a width of 640 pixels.
- All graphics must be hosted on your server and have absolute file paths.
- Subject line.

### Top 5 & Most Read

- 140 x 525 pixels GIF or JPG and URL.

*NOTE: We strongly advise against using redirect/shortened URLs for your email ads. If you choose to do so, we cannot provide you with leads and click throughs.*

## FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: [ftp.hmenews.com](ftp://hmenews.com)  
username: production  
password: 8sh2Gdi8

Include:  
File name  
Advertiser name  
Issue date

Once uploaded, please email:

[ldubois@unitedpublications.com](mailto:ldubois@unitedpublications.com)  
[pmacijauskas@unitedpublications.com](mailto:pmacijauskas@unitedpublications.com)

## send e-materials to

[cmcguinness@hmenews.com](mailto:cmcguinness@hmenews.com)  
[pmacijauskas@unitedpublications.com](mailto:pmacijauskas@unitedpublications.com)

Questions, contact:  
Peter Macijauskas  
e-Media Manager  
207-846-0600 x282

## file manipulation

Any manipulation work that needs to be done to submitted digital files will be billable at \$150/hour, with a one-hour minimum charge.



## POLICIES

### UNITED PUBLICATIONS FAIR PRICING POLICY

At United Publications, parent company of *HME News*, we believe that every marketer should receive outstanding value for their marketing dollar.

The most important value we can provide is to publish news that commands close readership by your customers and prospects. We work hard to ensure that we provide our audience with unique and well-crafted products.

Our goal is to provide you with highly cost-efficient communication vehicles that reach your customers and prospects, across all media channels.

We believe that volume marketers deserve volume discounts. That's why we reward them with generous frequency discounts built right into our rate structure.

Our guarantee to all United Publications customers is: No one will buy at a lower price, unless they run a larger schedule. You can be assured that you are getting the lowest price available for your marketing program.

We think that's the fair way to conduct business. We're confident you will agree.



James G. Taliaferro



Rick Rector

### PUBLISHER'S POLICIES:

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be canceled at the time the change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation. The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. If the publisher determines that an advertisement simulates editorial, it must carry the word ADVERTISEMENT at the top. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner. Full ad price will be charged for any cancellations made after published closing date. Contract advertisers will be short-rated to the appropriate rate if the number of ads upon which the rate was based are not placed within a 12-month period beginning with the month of the first contracted insertion.

### AGENCY COMMISSIONS AND DISCOUNTS

A 15% agency discount is given to recognized agencies on space only if paid within 30 days of invoice date. Production charges are non-commissionable.

A 2% cash discount is given to companies that pay within 10 days of invoice date. A 1.5% finance charge will be added each month to all outstanding invoices over 30 days.

### CREDIT TERMS

First-time advertisers must prepay. To establish credit for billing on subsequent insertions, advertisers and/or agencies must submit a credit application with the first insertion order. Invoices are payable upon receipt.

United Publications, Inc.  
P.O. Box 998, 106 Lafayette Street, Yarmouth, ME 04096