

ONLINE SUBMISSION SPECIFICATIONS

ADVERTISING MATERIALS

Lead time is five business days prior to launch. Send materials to advertising@healthleadersmedia.com.

WEBSITE DISPLAY FORMATS

GIF, JPG, HTML, JavaScript, HTML5, third-party tags. 15-second animation length and three loops max. No Flash creative accepted.

E-NEWSLETTER SPONSORSHIPS

GIF or JPG accepted, no rich media or animation.

RICH MEDIA SITE ADVERTISING SPECIFICATIONS

HealthLeaders Media supports all major third-party ad technologies. High impact and video creatives are required to be third-party served.

Ask your rep regarding any requirements for other rich media creative.

PRINT SUBMISSION SPECIFICATIONS

MECHANICAL REQUIREMENTS

HealthLeaders magazine trim size is 8 1/8 by 10 7/8 (inches).

MATERIALS FORMAT

Our preferred format is a high-resolution, press-ready PDF. Information needed to create a high-resolution PDF that is compatible with our printer is available. We will also accept original or native InDesign CC 2014 or earlier (Macintosh) files with the inclusion of all graphics and fonts. Materials should be submitted via email (10 MB file size limit). All ad materials must be accompanied by a color pressmatch or progressive proof.

WHERE TO SEND MATERIALS

Email PDF materials to advertising@healthleadersmedia.com.

PRODUCTION CHARGES

If artwork supplied requires production work, charges will be incurred at the rate of \$95/hour. Additional services, including photography, design, illustration, logo work, and scanning, are available.

INSERTS

Inserts and other preprinted materials can be inserted or polybagged with HealthLeaders magazine. We offer stitch-ins, blow-ins, tip-ins, and outserts. Contact your account manager for rates and shipping information.

COVER POSITIONS

COVER IV: 20% premium. COVER III: 10% premium. COVER II: 15% premium. TOC I: 10% premium. TOC II: 10% premium. Finance section: 10% premium. All other positions, as determined by publisher, carry 10% premium.

NATIVE CONTENT STANDARDS AND TRANSPARENCY

We value our relationship with our audience and strive to present high-quality editorial materials, as well as high-quality sponsored materials. We not only adhere to FTC and other laws and regulations regarding native and other advertising, but also honor the spirit and letter of such rules, and abide by industry editorial ethical guidelines, with particular emphasis on integrity and transparency.

LABELING

Content will be labeled as sponsored content.

WORD COUNTS

Up to 750 words; headline between two and 10 words.

PHOTOS, LOGOS, ILLUSTRATIONS, GRAPHICS

One item may be included in the following format: high-resolution JPG; 400x400 minimum size.

ADS

728x90 and 300x250. GIF, JPG, HTML, JavaScript, HTML5, third-party tags. 15-second animation length and three loops max for all ad units. No Flash creative accepted.

IN-ARTICLE LINKS

No more than two links may be included in the body of the text. Links may direct the user to sponsor-selected pages; however, such links may not link to any site deemed inappropriate by HealthLeaders Media, which includes sites deemed competitive to HealthLeaders Media.

DEADLINES

All copy and materials must be filed at least two weeks prior to publication.

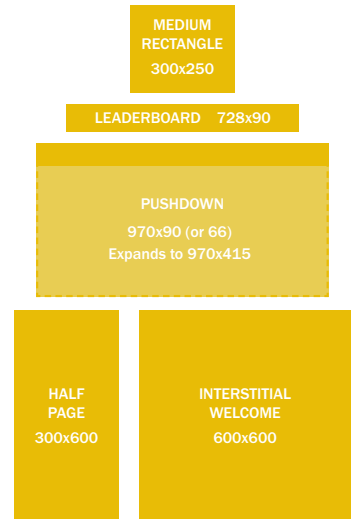
APPROPRIATE CONTENT AND EDITORIAL REVIEW

Copy, headline, and any graphic elements must meet HealthLeaders Media standards for appropriate content, our editorial team will review and call attention to any material that needs adjustment. We reserve the right to refuse any content deemed inappropriate.

FREQUENCY

No more than one sponsored article will appear in an e-newsletter per day.

DIGITAL AD SIZES



PRINT AD SIZES

