HealthWORX
CENTRAL OREGON SUMMER/FALL 2017

CREATING YOUR
TWO PAGE CASE STUDY

Thank You for advertising with HEALTHWORX magazine. The following items will be need to be submitted to our design team for the creation of your two page case study.

EDITORIAL COPY
- Editorial copy approximately 500-550 words in length. Your copy will be reviewed and may be edited (with your approval) prior to publication.
- If you require assistance in creating your editorial copy, for an additional charge, we can connect you with a professional writer ($90 per hour).

PHOTOGRAPHY
- Three or four high quality images to illustrate your case study, office and doctors. In some cases we can use stock images to illustrate a subject but original photography is still required for doctors, staff, or your facility.
- If you require original photography, for an additional charge, we can connect you with a professional photographer ($90 per hour).

LOGOS
- High resolution logos (300dpi in vector file formats) of any company logos required to appear in your two page case study.

CONTACT INFORMATION
- Please provide your office contact information including address, phone, e-mail, and web address

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AD SIZES
FULL PAGE SIZE/TRIMMED PAGE: .... 8.375"X10.875"
BLEED AREA: HALF INCH EXTRA AROUND ALL SIDES .... 9.375"X11.875"
LIVE IMAGE AREA/NON-BLEED FULL PAGE ADS: .... 7.375"X9.875"

TWO PAGE SPREAD SIZE/TRIMMED PAGE: .... 16.75"X10.875"
BLEED AREA: HALF INCH EXTRA AROUND ALL SIDES .... 18.75"X11.875"
LIVE IMAGE AREA/NON-BLEED TWO PAGE SPREAD .... 14.75"X9.875"

(All important text should be contained inside the LIVE IMAGE AREA.
On TWO PAGE SPREADS it is not recommended text runs
across the center fold.
Text should be contained .5" on each side of the fold.

SENDING ARTWORK
E-MAILING ARTWORK:
- E-mail files under 25 MBS in size to production@hnpubs.com
- Please include the company name in the subject line

INSTRUCTIONS FOR LARGER FILE TRANSFERS AVAILABLE
UPON REQUEST

ACCEPTABLE FILES (ALL FILES MUST BE CMYK)
LOGOS, IMAGES & PHOTOS:
- JPG, EPS and TIFF formats (Must be high resolution - 300 dpi)
- Web Images are NOT acceptable

FULL FILES - PC PLATFORM
- Preferred file format is Adobe Acrobat PDF. The files should be saved at 300 dpi with all fonts and images embedded.
- ADOBE INDESIGN/ILLUSTRATOR: Make sure to include all fonts used in ad.
- PHOTOSHOP: Scanned files from Adobe Photoshop must be a little larger than the size that they will be reproduced. Images must in EPS or TIFF format and 300dpi.

- WE DO NOT ACCEPT FILES IN MICROSOFT PUBLISHER, POWERPOINT OR MICROSOFT "WORD ART" FILES

ADVERTISING Q & A
WHAT DOES "HIGH RESOLUTION" MEAN?
High Resolution means that a file is suitable to print at
300 dpi (dots per inch), at the size it is meant to appear in our publication.

IS THIS IMAGE GOOD ENOUGH?
This is really two questions...First, is it large enough for where you want the image to appear, and second is it an attractive photo.
As to size, we are happy to check a photo for you to let you know how large we can run it in our magazine,
As to attractiveness, we look for the best images we can get to make the book (and thus you) look the best we can. The most common reasons we reject an image are bad lighting, graininess, and poor composition. In general we leave selection of the photos up to our accomplished design staff, but we take the clients desires into account wherever possible.

CAN YOU USE IMAGES FROM OUR WEBSITE?
In general it is not possible to use web images for high quality print purposes. Images intended for web use are typically saved at screen resolutions (72 or 96 dpi) and in formats not suitable for print.

CAN I USE TEXT FROM MY WEBSITE?
In some cases we can simply take text content from your website (if it has an "about us" section for instance), or from previous marketing materials like brochures. Finally, we do have writers that we can refer to you to create the editorial for you.

HN
HERE & NOW
MEDIA GROUP

63025 OB RILEY RD.,STE. 15, BEND, OR 97703
TOLL FREE 866.312.8072 | info@hnpubs.com
www.hnpubs.com