

# 2017 Deadline Dates

- Personalized Newsletter Material
- Newsletter Mailing Lists

See the following pages for guidelines on submitting your personalized material and lists. 

March 2017 **Issue**

Deadline: Wednesday, Jan. 25

April 2017 **Issue**

Deadline: Monday, Feb. 27

May 2017 **Issue**

Deadline: Monday, March 27

June 2017 **Issue**

Deadline: Tuesday, April 25

July 2017 **Issue**

Deadline: Thursday, May 25

August 2017 **Issue**

Deadline: Monday, June 26

Sept. 2017 **Issue**

Deadline: Tuesday, July 25

Oct. 2017 **Issue**

Deadline: Friday, Aug. 25

Nov. 2017 **Issue**

Deadline: Monday, Sept. 25

Dec. 2017 **Issue**

Deadline: Wednesday, Oct. 25

January 2018 **Issue**

Deadline: Monday, Nov. 27

February 2018 **Issue**

Deadline: Tuesday, Dec. 26

**The deadline is the 25th of month, two months prior to the month of publication.**

**Note:** Receiving personalized materials and/or mailing lists after these dates may result in additional costs to you.

**Questions? Call: 1.800.334.4094**



# How to submit your custom articles and artwork:

## • Masthead:

If you plan to customize the masthead of your newsletter, please see the **Logo & Art Submission Guidelines on page 3**, and e-mail your artwork to: [personalization@HopeHealth.com](mailto:personalization@HopeHealth.com) (please be sure to include your client number), and submit by the appropriate deadline date according to the issue (see page 1). You will only need to submit this artwork once. We will continue to use your artwork until you make a change. (If a change is made for future issues, a \$25.00 fee is applicable.) We will design your masthead using your artwork, and provide you with a proof for final approval prior to printing.

## • Articles:

Please e-mail your custom articles to: [personalization@HopeHealth.com](mailto:personalization@HopeHealth.com) (please be sure to include your client number). Please send as a Word document by the appropriate deadline date according to the issue (see page 1). **Note:** You do not have to submit a custom article every issue that you purchase the newsletter, only those you wish to. If you do not submit a custom article, our base article will be used.

Please follow these word counts for your custom articles:

- One column = 150 words, maximum
- Full page = 450 words, maximum

We will typeset your article, add appropriate graphics, if necessary, and provide you with a proof for final approval prior to printing.

## • Return Address:

Please e-mail your custom text for any or all of these areas to: [personalization@HopeHealth.com](mailto:personalization@HopeHealth.com) (please be sure to include your client number). If you are sending a logo, please see the **Logo & Art Submission Guidelines on page 3**, and submit by the appropriate deadline date according to the issue (see page 1).

## • How to submit your list for home mailing:

If you would like for us to mail your newsletters to your readers' homes, you will need to have a minimum quantity of 200 names on your mailing list. Please submit your mailing list in an Excel Spreadsheet to [ELP@HopeHealth.com](mailto:ELP@HopeHealth.com) (please be sure to include your client number) by the appropriate deadline date according to the issue (see page 1). Due to NEW USPS Move Update requirements, we must receive a new mailing list each issue. We are no longer able to re-use your mailing lists from one issue to the next. Full mailing list submission requirements can be found at [HopeHealth.com/elp.html](http://HopeHealth.com/elp.html)

Questions? Call us at **800.334.4094**, or e-mail at  
**[info@HopeHealth.com](mailto:info@HopeHealth.com)**

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# Help Us Help You!

## Logo & Art Submission Guidelines

In order to provide you with the highest quality custom product possible, it begins with your logo. You will get the best printed quality when you provide your logo to us in the following fashion:

### File Type

(shown in order of preference)

.ai (Adobe Illustrator)  
.eps  
.jpg  
.tif  
.pdf  
.png  
.gif

### Resolution

The preferred resolution for the best print quality is 300 dots per inch (dpi).

**Note:** This must be accomplished in the program that created the logo (such as Adobe Illustrator). Simply opening a LOW resolution logo into photo editing software and increasing the dpi to 300 will not improve the quality of the art.

An .ai file is exempt from this 300 dpi rule and will typically be of adequate resolution for printing.

### Color

**If printing with black ink only:** Provide your logo/art file in black and white or grey scale.

**If printing with PMS (Pantone Matching System) ink:** Provide your logo/art file as an .ai (Adobe Illustrator) or .eps file with the PMS colors already indicated in your logo/art file. Be sure that all fonts are converted to outlines and indicate the PMS colors you would like used.

In some cases, we may be able to apply PMS color to simple logos if an .ai or .eps file is not available to you. Simply email us your logo for evaluation.

**If printing in full color:** Provide your colored logo/art file in a CMYK color format.

### Unacceptable Logo/Art Formats

We are not able to use your logo when they are placed in a Microsoft Word document or other similar word processing or spread sheet software.

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**We are here to help!**

If you have questions or need additional information on artwork submissions, please be sure to contact your account representative at **800.334.4094**, or e-mail at **info@HopeHealth.com**

