

Please submit materials through the **Client Portal**

*or*

directly to your **Account Executive.**

For material submission & other client services visit:  
[webmediagroup.com/client-portal/](http://webmediagroup.com/client-portal/)

If you need help accessing the Client Portal, try resetting your password or contact your Account Executive for login information.

#### CREATIVE CONTACTS

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# Advertorial Specs

- ◆ Advertorial content must **speak to the newcomer audience.**
- ◆ Advertorials should be written in **third person** in article format (keep bullet points and ad-like verbiage to a minimum)
- ◆ Advertorials should be submitted as Word documents, with **images submitted as separate files**

## Online Includes

- ◆ **500-700 words\***
- ◆ **Up to 10 links**
- ◆ **1-4 photos**  
(horizontal/landscape)

#### Photo Criteria:

- 1200 pixels wide. All photos must be oriented as horizontal (*landscape*)
- Converted to RGB
- Submitted as JPG or PNG files only

\*Must be optimized for SEO

## Print Includes

### Half Page

- ◆ 200-275 words
- ◆ 1 photo

### Full Page

- ◆ 400-550 words
- ◆ 2-3 photos

### 2 Page Spread

- ◆ 900-1000 words
- ◆ 4-5 photos

#### Photo Criteria:

- High Resolution, 300dpi
- Converted to CMYK
- Saved in the largest, original format
- Submitted as JPG or TIF files only