

Please submit materials through the **Client Portal**

or

directly to your **Account Executive.**

For material submission & other client services visit:
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