

Please submit materials through the **Client Portal**

or

directly to your **Account Executive**.

For material submission & other client services visit:
webmediagroup/clientportal

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

CREATIVE CONTACT

Please email
webproduction
@webmediagroup.com
with creative questions

Advertorial Specs

- ◆ Logos are not to be included in advertorials, either in copy or overlayed on photos
- ◆ 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

Photo Criteria:

- 1200 pixels wide
- Horizontal orientation
- No image collage
- Converted to RGB
- Saved for web at 72dpi
- 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