



Artwork Specifications

- Advertisements must be submitted print ready – that is they must be submitted exactly how the advertiser wants them to be printed in Inside Willo.
- Advertisements will be accepted electronically as JPEGs or PDFs by the 15th of the month prior to publication.
- Advertisements must have a resolution of 300 dpi.
- Advertisements will be printed in 4 color.
- If adjustments to the advertisement need to be made in order to print, the advertiser will be notified and must make those changes at his/her own cost and have them submitted in a timely fashion.
- **No additions or changes to the advertisement can be made by Inside Willo.**
- **Inside Willo is not responsible for how an advertiser's ad looks when printed**
- **Please read the IW Advertising Guidelines**

Sizes for publication size of 5.5 inches wide by 8.5 inches tall:

Full Page (no bleed) = 5 inches wide by 8 inches tall

Full Page (with bleed) = 5.75 inches wide by 8.75 inches tall

Half page Horizontal = 5 inches wide by 4 inches tall

Half page Vertical = 2.5 inches wide by 8 inches tall

1/4 page = 2.5 inches wide by 4 inches tall

Business Card size = 2.5 inches wide by 2 inches tall

Advertisements and questions may be sent to:

Megan Desmond-Martinez – insidewilloadvertising@gmail.com