



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 black and white unless the client has specifically purchased the outside back cover and then it will be 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**

Sizes are as follows:

Business Card: 3.5" x 2.25"

¼ Page: 3.5" x 4.5"

½ Page: 3.5" x 9.25" or 7.5" x 4.5"

Full Page: 7.5" x 10"

Insert: smaller than 8.5" x 11"

Advertisements and questions may be sent to: Megan – megan@desmondndesign.com