will**ed**

Your Source of Quality Education for Women in Legal Leadership

BUILD YOUR BRAND BY CONTRIBUTING TO THE WILLed DIGITAL MAGAZINE

REACH 6,000+ INDUSTRY PROFESSIONALS AND POSITION YOURSELF, YOUR BUSINESS AND BRAND AS A SUBJECT MATTER EXPERT

ABOUT THE ALFN WILLed DIGITAL MAGAZINE
The WILLed is the ALFN's premier Women in Legal Leadership publication reaching the Association's full network once each quarter in a professionally designed, digital-only format. WILLed contains articles that are authored by members of the ALFN's Women in Legal Leadership (WILL) group. These articles focus directly on the issues that impact women, with a focus on empowering women by providing the educational tools they need to be leaders. The WILLed is optimized for online and mobile device viewing. Print versions are not made available.

WHO CAN CONTRIBUTE
Any ALFN member or servicer in the WILL group may submit a full-length feature contribution to the WILLed, coordinate an interview with an industry leader or be quoted as a subject matter expert.

CONTRIBUTION DETAILS
All articles must be educational in focus, cannot self-promote, and must be original content for the WILLed. Contact the WILL editorial committee if you are interested in authoring an article in an upcoming publication at willeditorialboard@alfn.org, as the theme for each publication will be defined. Publications are distributed quarterly and are made available online in conjuction with ALFN event dates.

WHAT DO YOU GET?
The WILLed reaches over 6,000 industry professionals on a quarterly basis, 3,000+ of which are mortgage servicers. Contributors may receive a PDF copy of their contribution upon request and are given reprint permission to use in their own marketing efforts.

2024 WILLed AD & ARTICLE DEADLINES

» **WILLed WINTER ISSUE**
Deadline: January 2 | Published: February 20

» **WILLed SPRING ISSUE**
Deadline: March 13 | Published: May 1

» **WILLed SUMMER ISSUE**
Deadline: May 24 | Published: July 12

» **WILLed FALL ISSUE**
Deadline: October 2 | Published: November 20

2024 WILLed AD RATES

» **FULL PAGE AD**
Single Issue | $1,000   Two Issues | $1,600
Four Issues | $2,400

» **HALF PAGE AD**
Single Issue | $500   Two Issues | $800
Four Issues | $1,200

» **MEMBER SPOTLIGHT**
Single Issue | $2,000
Includes: Two page spread in one WILLed publication featuring the member firm/company.

QUESTIONS? READY TO CONTRIBUTE?

Contact us at willeditorialboard@alfn.org

View our WILLed Archive at www.alfn.org/willed

WIlLed Article Submissions Format

All articles for the WILLed publication must be submitted to the WILLed editors at willeditorialboard@alfn.org by the deadlines provided in the submission guidelines above. The editors will then review, make adjustments, and submit the articles to Susan Rosen (srosen@alfn.org) and Erica Dowling (edowling@alfn.org) within 2 business days. Articles must be original content (no republications), should be educational in focus, and cannot self-promote or contain advertisements. Please follow the theme of the issue when drafting your articles. The issue theme is provided to all WILL members for each publication, or you may contact the WILLed editors with any questions on the theme of each issue. Articles must be in the format described below, and submitted in WORD Format. We don't accept articles that directly advertise other businesses unrelated to the industry, or that aren't affiliated with the ALFN. You can review prior publications to see how articles are typically formatted at https://www.alfn.org/willed.

WILLed Article Formats:

- **Article Type** – Please indicate what section of WILLed this article should be for, if it is for a particular section of the publication.

- **Article Title** – Bold and centered in Arial 11 pt font at the top, then place a single space between the Title and By line information. Title should not be all capitalized, and the title should be adjusted so the first letter of each word that needs capitalized in an article title is capitalized.

- **Byline Information for Authors** – Arial 11 pt font left justified.   Place a Double space between byline information and article content. Attorneys use ", Esq." after your name.

    o For 1 Author
        - First line – By First Name Last Name
        - Second line – Job Title
        - Third line – Company Name
        - Fourth line – Email address

    o For 2 Authors – Same Company
        - First line – By First Name Last Name, Job Title, Email Address and First Name, Job Title, Email Address
        - Second line – Company Name

    o For 2 Authors – Different Company
        - First line – By First Name Last Name, Job Title, Company Name, Email Address and
        - Second line – First Name Last Name, Job Title, Company Name, Email Address

- **Article Fonts & Spacing** – Arial 11 pt font left justified. Single spacing, 0 pt spacing before and after lines in paragraphs. Single line spacing between paragraphs.

- **Article Images** – If you are using images for your article, please submit images which aren't copyrighted and that you have full rights & permissions to use. Images should be submitted as separate file attachments in the following format:

    - Submit high resolution artwork as a vector .PDF file type, or as a .PNG (PNG-24) or .JPEG (high resolution) file type. If the artwork appears blurry when viewed using the final dimensions, then it will not display clearly and should be re-formatted. All fonts should be saved as outlines, all images and logos should be embedded in high resolution and not linked in the artwork. If saving the file in Adobe Illustrator, check "Preserve Illustrator Editing Capabilities" when you save to PDF. Use a RGB color format for online use.

- **Callouts/Quotes** – Each page of content should have 1-2 sentences highlighted in yellow to use as a callout/quote. These are typically important sections of the article that an author would like to focus on and highlight. Please highlight your callout/quote(s) in yellow within the article.

- **Footnotes** – Footnotes should be in superscript throughout the article, and the footnotes should be in Arial 9 pt font in the footnotes section of each page, left justified. Make sure only the footnotes on the bottom of the page match the footnote numbers on that article page only.

- **No Additional Author Info.** – There should be no bio or additional information about the author or their company included in the article, other than what is listed in the Byline at the beginning of the article.

- **Article Word Counts** - 400-1200 words

Artwork Specifications for ALFN ANGLE and WILLed Ads

Artwork Specifications
Publication size is 8.5x11" and has staple binding on the left side (right side facing). Include .125" bleeds in the artwork. Submit high resolution 300 dpi print ready vector artwork in .PDF file format. If you zoom in on any portion of the artwork and it gets blurry, it likely isn't 300 dpi and will not display clearly. All fonts should be saved as outlines, all images and logos should be embedded in high resolution and not linked in the artwork. Include a version of your artwork with printer marks, and a separate version without printer marks. If using Adobe, use the Adobe Preset when saving your file for High Quality Print. If saving the file in Adobe Illustrator, check "Preserve Illustrator Editing Capabilities" when you save to PDF. Use a CMYK color format.

- **Full Page Ad Artwork Dimensions**
  - 8.5x11" full color artwork at 300 dpi.

- **Half Page Artwork Dimensions**
  - 8.5"x5.5" full color artwork at 300 dpi.

- **2-Page Member Spotlight Artwork Dimensions**
  - 17"x11" full color artwork at 300 dpi.

Where do I send my artwork?
Submit all artwork to info@alfn.org, unless otherwise specified by the ALFN.

What are the deadlines for submitting artwork?
Deadlines for artwork submissions can be found on the submission guidelines for each issue of the ANGLE and WILLed. Generally, artwork is due 7 weeks prior to each event start date or publication date.

Need help with your artwork design, or to order printed materials or custom logo'd promotional items? Don't have a graphic artist and need help with graphics or correct file formats?
If you need assistance with graphic design, or for a vendor to assist with ordering printed materials or promotional items, the ALFN has preferred partners we utilize that offer competitive rates, and discounts to ALFN members from time to time. Please contact info@alfn.org to receive contact information for our preferred partners to assist.

What do you mean by a vector file for submitting artwork?
The vector format is used so we can resize your artwork as needed to fit our printed dimensions, without losing clarity of the artwork. If your artwork isn't submitted correctly, it will not display correctly and may be unusable. Vector files are created using graphics software, such as Adobe Illustrator, Adobe Capture, CorelDRAW, Sketch, Affinity Designer, Inkscape, DesignEvo, Vecteezy Editor. Here is a link if you need additional information on vector files - https://www.adobe.com/creativecloud/design/discover/vector-file.html. Check with your graphic designer if need to obtain the correctly formatted vector file.