



Your Source of Quality  
Education for Women  
in Legal Leadership

## BUILD YOUR BRAND BY CONTRIBUTING TO THE WILLED DIGITAL MAGAZINE

REACH 5,000+ 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 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, print and mobile device viewing. A print version is made available for attendees of the WILLPOWER Summit, ANSWERS and INTERSECT events.

### 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](mailto:willeditorialboard@alfn.org). Publications are distributed quarterly and are printed in conjunction with ALFN event dates.

### WHAT DO YOU GET?

The WILLED reaches over 5,000 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.

### 2021 WILLED DEADLINES

#### » WILLED WINTER ISSUE

Deadline: January 15 | Published: February 26

#### » WILLED SPRING ISSUE

Deadline: March 18 | Published: April 29

#### » WILLED SUMMER ISSUE

Deadline: June 10 | Published: July 19

#### » WILLED FALL ISSUE

Deadline: October 7 | Published: November 18

### 2021 WILLED AD RATES

#### » FULL PAGE AD

Single Issue | \$1,000

Four Issues | \$600 per issue (with year commitment)

#### » HALF PAGE AD

Single Issue | \$600

Four Issues | \$300 per issue (with year commitment)

#### » MEMBER SPOTLIGHT

Single Issue | \$3,000 Includes: Two page spread in one WILLED publication featuring the member firm/company. One month promotional spotlight on ALFN.org with homepage Banner Ad and a featured placement in one WILLED email.

QUESTIONS? READY TO CONTRIBUTE?



Contact us at [willeditorialboard@alfn.org](mailto:willeditorialboard@alfn.org)

View our WILLED Archive at [www.alfn.org/willed](http://www.alfn.org/willed)