



STATE BAR OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

Mailing List Rental Order Form

List orders must be prepaid

Company Name _____

Contact _____

Shipping Address (must use street address)

Order Date _____

Phone Number _____

Tax Exempt # _____

Payment: See additional payment information on page 3

Check (List will be sent upon receipt of check)

Visa MasterCard American Express

Card Number: _____ Exp. _____

Authorized Signature: _____

QUOTE ONLY (For a price estimate of the all selections made)

Label Format

Avery Self-Adhesive Labels (\$10/M)

Electronic File (csv.xls) (\$25) – Send file to: _____ Email Address: _____

Individual State Bar Members

Base Price: \$.20/name (Includes starred selections)

*Member Type

If no selection is indicated, "All Members" selection will be used to generate list.

- All Members Inactive Members
- Active Members Judicial
- Omit Emeritus Members

*Practice Setting

- Private Practice Corporate Counsel
- Government Lawyer Other Agencies

*Demographic Selections

- Age Range: _____
- Gender Male Female
- Admission: Date Range: _____

*Geographic Selections

If no selection is indicated, "Nationwide" selection will be used to generate list.

- Wisconsin Nationwide
- County Selection - Wisconsin only (see list at right)

Additional Selections (see page 2)

- Area of Practice/Focus (\$.025/name)
- Section/Division Membership (\$.025/name)
- Law Firms by Size (\$.05/name)
 - Greater than _____
 - Less than _____
 - Equal to _____

Wisconsin Law Firms

- Wisconsin Law Firms (no individual names) (\$.30/firm name)
- Law Firms by County - Wisconsin only (see list at right)
- Law Firms by Size (\$.05/name)
 - Greater than _____
 - Less than _____
 - Equal to _____

County Selection (Wisconsin only)

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Adams | <input type="checkbox"/> Marathon |
| <input type="checkbox"/> Ashland | <input type="checkbox"/> Marinette |
| <input type="checkbox"/> Barron | <input type="checkbox"/> Marquette |
| <input type="checkbox"/> Bayfield | <input type="checkbox"/> Menominee |
| <input type="checkbox"/> Brown | <input type="checkbox"/> Milwaukee |
| <input type="checkbox"/> Buffalo | <input type="checkbox"/> Monroe |
| <input type="checkbox"/> Burnett | <input type="checkbox"/> Oconto |
| <input type="checkbox"/> Calumet | <input type="checkbox"/> Oneida |
| <input type="checkbox"/> Chippewa | <input type="checkbox"/> Outagamie |
| <input type="checkbox"/> Clark | <input type="checkbox"/> Ozaukee |
| <input type="checkbox"/> Columbia | <input type="checkbox"/> Pepin |
| <input type="checkbox"/> Crawford | <input type="checkbox"/> Pierce |
| <input type="checkbox"/> Dane | <input type="checkbox"/> Polk |
| <input type="checkbox"/> Dodge | <input type="checkbox"/> Portage |
| <input type="checkbox"/> Door | <input type="checkbox"/> Price |
| <input type="checkbox"/> Douglas | <input type="checkbox"/> Racine |
| <input type="checkbox"/> Dunn | <input type="checkbox"/> Richland |
| <input type="checkbox"/> Eau Claire | <input type="checkbox"/> Rock |
| <input type="checkbox"/> Florence | <input type="checkbox"/> Rusk |
| <input type="checkbox"/> Fond du Lac | <input type="checkbox"/> Saint Croix |
| <input type="checkbox"/> Forest | <input type="checkbox"/> Sauk |
| <input type="checkbox"/> Grant | <input type="checkbox"/> Sawyer |
| <input type="checkbox"/> Green | <input type="checkbox"/> Shawano |
| <input type="checkbox"/> Green Lake | <input type="checkbox"/> Sheboygan |
| <input type="checkbox"/> Iowa | <input type="checkbox"/> Taylor |
| <input type="checkbox"/> Iron | <input type="checkbox"/> Trempealeau |
| <input type="checkbox"/> Jackson | <input type="checkbox"/> Vernon |
| <input type="checkbox"/> Jefferson | <input type="checkbox"/> Vilas |
| <input type="checkbox"/> Juneau | <input type="checkbox"/> Walworth |
| <input type="checkbox"/> Kenosha | <input type="checkbox"/> Washburn |
| <input type="checkbox"/> Kewaunee | <input type="checkbox"/> Washington |
| <input type="checkbox"/> La Crosse | <input type="checkbox"/> Waukesha |
| <input type="checkbox"/> Lafayette | <input type="checkbox"/> Waupaca |
| <input type="checkbox"/> Langlade | <input type="checkbox"/> Waushara |
| <input type="checkbox"/> Lincoln | <input type="checkbox"/> Winnebago |
| <input type="checkbox"/> Manitowoc | <input type="checkbox"/> Wood |

Areas of Practice/Focus – Members' self-reported areas of concentration (\$.025/name)

- | | | |
|--|--|---|
| <input type="checkbox"/> Admin Hearings (AH) | <input type="checkbox"/> Dispute Resolution (DR) | <input type="checkbox"/> Military (MILI) |
| <input type="checkbox"/> Admiralty/Maritime (ADMR) | <input type="checkbox"/> Elder (ELDL) | <input type="checkbox"/> Municipal/Gov. Issues (MUNI) |
| <input type="checkbox"/> Advising Small Bus: Business/Corporate (ADVS) | <input type="checkbox"/> Energy/Pub Utilities/Telecom (ENER) | <input type="checkbox"/> Not-for-profit Entities: Business/Corporate (NONP) |
| <input type="checkbox"/> Advise/Transactional (AT) | <input type="checkbox"/> Environmental (ENVR) | <input type="checkbox"/> Probate (PROB) |
| <input type="checkbox"/> Agricultural (AGRI) | <input type="checkbox"/> Estate Planning (ESTP) | <input type="checkbox"/> Professional Licensing (PROF) |
| <input type="checkbox"/> Antitrust (ANTI) | <input type="checkbox"/> Family (FAML) | <input type="checkbox"/> Real Estate: Commercial (RLCM) |
| <input type="checkbox"/> Appellate Litigation (AL) | <input type="checkbox"/> Financial Institutions (FINA) | <input type="checkbox"/> Real Estate: Residential (RLRS) |
| <input type="checkbox"/> Bankruptcy (BANK) | <input type="checkbox"/> Franchise/Dealership: Bus. Corp. (FRAN) | <input type="checkbox"/> School (SCHO) |
| <input type="checkbox"/> Bus. Entities: Business/Corporate (BUSE) | <input type="checkbox"/> General Practice (GENP) | <input type="checkbox"/> Securities (SECU) |
| <input type="checkbox"/> CHIPS/JIPS/TPR (CHIP) | <input type="checkbox"/> Health (HLTH) | <input type="checkbox"/> Sports/Entertainment (SPOR) |
| <input type="checkbox"/> Civil Rights (CIVL) | <input type="checkbox"/> Immigration (IMMI) | <input type="checkbox"/> Social Security/Gov. Benefits (SSEC) |
| <input type="checkbox"/> Construction/Pub Construction (CNST) | <input type="checkbox"/> Indian (INDL) | <input type="checkbox"/> Tax (TAXN) |
| <input type="checkbox"/> Communications/Media (COMM) | <input type="checkbox"/> Insurance (INSU) | <input type="checkbox"/> Torts/Personal Injury: Civ. Lit. (TORT) |
| <input type="checkbox"/> Consumer (CONS) | <input type="checkbox"/> Intellectual Property (INTL) | <input type="checkbox"/> Traffic (TRAF) |
| <input type="checkbox"/> Contracts: Bus. Corp. (CONT) | <input type="checkbox"/> International Practice (INTP) | <input type="checkbox"/> Transportation (TRAN) |
| <input type="checkbox"/> Creditor/Debtor (CRED) | <input type="checkbox"/> Labor/Employment (LABL) | <input type="checkbox"/> Trial Court Litigation (TL) |
| <input type="checkbox"/> Criminal (CRIM) | <input type="checkbox"/> Mergers/Acquisitions: Business/Corporate (MERG) | <input type="checkbox"/> Worker's Compensation (WORK) |

Section/Division Membership – Members who paid to join a specialty group that charges dues (\$.025/name)

- | | | |
|---|--|--|
| <input type="checkbox"/> Administrative & Local Government (ADMN) | <input type="checkbox"/> Energy & Telecommunications (ENER) | <input type="checkbox"/> Labor & Employment Law (LABL) |
| <input type="checkbox"/> Agricultural Law (AGRI) | <input type="checkbox"/> Environmental Law (ENVL) | <input type="checkbox"/> Law Office Management (LAWP) |
| <input type="checkbox"/> Alternative Dispute Resolution (ADRL) | <input type="checkbox"/> Family Law (FAML) | <input type="checkbox"/> Litigation (LITG) |
| <input type="checkbox"/> Appellate Practice (APPL) | <input type="checkbox"/> General Practice (GENP) | <input type="checkbox"/> Nonresident Lawyers Division (NONR) |
| <input type="checkbox"/> Bankruptcy (BANK) | <input type="checkbox"/> Government Lawyers Division (GOVL) | <input type="checkbox"/> Public Interest Law (PUBL) |
| <input type="checkbox"/> Business Law (BUSL) | <input type="checkbox"/> Health Law (HLTH) | <input type="checkbox"/> Real Property, Probate & Trust Law (REAL) |
| <input type="checkbox"/> Children & the Law (CHIL) | <input type="checkbox"/> Indian Law (INDL) | <input type="checkbox"/> Senior Lawyers Division (SLD) |
| <input type="checkbox"/> Construction & Public Contract (CNST) | <input type="checkbox"/> Individual Rights & Responsibilities (INDV) | <input type="checkbox"/> Solo Small Firm & General Practice (GENP) |
| <input type="checkbox"/> Criminal Law (CRIM) | <input type="checkbox"/> Intellectual Property (INTL) | <input type="checkbox"/> Sports & Entertainment Law (SPOR) |
| <input type="checkbox"/> Elder Law (ELDL) | <input type="checkbox"/> International Practice (INTP) | <input type="checkbox"/> Taxation (TAXN) |
| | | <input type="checkbox"/> Young Lawyers Division (YLD) |

Rental Fees

Base Price:

- \$.20 per name + delivery for individual attorneys
- \$.30 per name + delivery for law firms

Minimum Charge – \$150 + delivery

Payment – Prepayment required

Source – State Bar of Wisconsin Membership Database

Updated – Daily

Available Formats

- Avery self-adhesive labels
- Electronic file via email (csv.xls) (comma delimited file)

Additional Charges:

Shipping & Handling – Charges are 15% of the product total with a minimum of \$2.50 and a maximum of \$35 (no S&H charge on email files)

Sales Tax (where applicable)

Avery Self-adhesive Labels – \$10/M plus shipping & handling

PLEASE NOTE: Prices are subject to change without notice. Quoted prices are valid for 30 days from date of quote.

PLEASE REMEMBER THAT **ALL** ORDERS MUST INCLUDE A SAMPLE OF YOUR MAIL PIECE.

POLITICAL CAMPAIGNS: Those orders used for political campaigns will not include names of members who have indicated to the State Bar that they are publicly employed. This is done to conform with state statutes (Wis. 11.36) concerning the solicitation of funds from public officials at their place of business. Please note that the list may still contain names of publicly employed members and that compliance of the statute is the responsibility of the user.



Rental Guidelines and Procedures

- State Bar of Wisconsin names and addresses may be sold to any person for the purpose of a single, specified mailing. Purchasers may not duplicate the names and addresses or use them to update their own lists.
- State Bar of Wisconsin names and addresses can be produced in two formats: Avery self-adhesive labels or comma delimited electronic files.
- The criteria you have selected for your order will be combined into one list with duplicates eliminated.
- In advance of the sale of State Bar of Wisconsin names and addresses, the customer will furnish the State Bar with a copy or sample of the literature, advertising material, or other matter to be mailed.
- Orders are generally produced and sent to the customer within 5 to 10 working days after the order and payment are received.

Payment

List orders must be prepaid. After a list has been compiled, the purchaser will be notified of the cost including applicable tax, postage, and handling. Checks, VISA, MasterCard, and American Express are accepted.

Tax Exempt Customers

Please provide your tax exempt number at the top of the order form. If this is your first order, please include a copy of the certificate with your order.

Important Rental Information

Before submitting your order, please complete all of the following steps:

1. Select a format for your order.
2. Include a sample of your mailing piece. A draft copy is acceptable as long as the information is complete and accurate.
3. Submit the order form, the List Rental Use Agreement and your sample. We need all three pieces in order to process your request.

Thank you for your order!

Submit to:

Mail: Customer Service Department,
State Bar of Wisconsin, P.O. Box 7158, Madison, WI 53707-7158

Fax: (608) 250-6020

Email: customerservice@wisbar.org

Questions: (800) 728-7788



List Rental Use Agreement

The Mailing labels or lists of members' names and addresses are the only information available for sale. Members' fax numbers, phone numbers, and/or email addresses will not be sold.

The State Bar of Wisconsin (State Bar) and the undersigned user of State Bar names and addresses (user) hereby agree as follows:

- State Bar names and addresses are made available to users for communications by mail which are germane to the professional, consumer or community interests of State Bar members.
- State Bar names and addresses may be used only for mailing purposes and may not be used for personal contact. However, a follow-up by telephone or contact by user of a response to a mailing is not a prohibited use.
- Prior to use of the State Bar names and addresses, user will furnish the State Bar with a copy or sample of all literature, advertising material or other matter to be mailed.
- User will hold the State Bar harmless against any damages or claim of damage, costs and reasonable attorney fees, arising out of any actual or alleged impropriety or illegality of mailed matter, or infringement of trademark, trade name or copyright belonging to others.
- The State Bar reserves the right to inspect the actual contents of any proposed mailing prior to providing mailing lists for the purpose of determining the category of user and to apply the terms and prohibitions of this policy.
- User may use State Bar names and addresses for an approved use one time only. User will not copy the names and addresses or any portion thereof or extract or retain any information there from. User will not at any time permit any State Bar names and addresses to pass into the hands of any other person, association, organization or company except for mailing or elimination of duplicates from other names and addresses owned and rented by user. Any prohibited use by user shall constitute a material breach of this Agreement.
- It is expressly understood and agreed that the State Bar's rights, including, but not limited to, common law and statutory rights of literary property and copyright in the State Bar names and addresses and the medium on which supplied to user are not assigned or released as a result of this

Agreement, but are reserved and retained by the State Bar, subject to the limited use permitted under this Agreement.

- User agrees to forward to the State Bar within thirty (30) days following receipt, any letters or other documents (or copies thereof) containing complaints by State Bar members regarding the user's mailing, the matter transmitted therein, or the offered product or service.
- State Bar charges for the use of names and addresses do not include sales, use, excise or similar taxes. Consequently, in addition to the standard charge, the amount of any present or future tax applicable to the sale of the labels or data will be paid by user, or in lieu thereof, user will provide the State Bar with a tax exemption certificate acceptable to the taxing authorities.
- This Agreement extends to all rental for State Bar names and addresses regardless of the form or medium on which they are supplied to user.
- For material breach of the Use Agreement, user will be liable to the State Bar for all damages (plus reasonable attorney fees, court costs and expenses, including expenses incurred in investigation) and loss of income.
- This Agreement shall be construed and interpreted in accordance with the law in the State of Wisconsin.
- When purchasing names for a political campaign mailing which solicits financial contributions, the State Bar of Wisconsin will strive to remove the names of members who have indicated to the State Bar of Wisconsin that they are publicly employed. This is done to aid compliance with Wis. statute 11.36. Please note that the list may still contain names of publicly employed members and that compliance of the statute is the responsibility of the user.
- The State Bar of Wisconsin reserves the right to remove the names of any member from an order. This may include, but is not limited to, members who are not in good standing with the State Bar at the time of order or who have requested that their name not be sold.
- Labels and lists based on practice area will be provided, however, this information has been provided voluntarily by members and is not necessarily up-to-date or complete.

User:

Company Name: _____

Signer's Name (please print): _____

Signature: _____ Date: _____