



YOUR EXCLUSIVE CONNECTION

CONNECT TO ONE OF THE STATE'S LARGEST, MOST EXCLUSIVE PROFESSIONAL MARKETS – THE MORE THAN 23,700 ATTORNEY MEMBERS OF THE STATE BAR OF WISCONSIN.

If you have a message for Wisconsin legal professionals, let the State Bar of Wisconsin help you deliver it.

IN PRINT

Advertise in the monthly *Wisconsin Lawyer*[™] magazine and the annual *Wisconsin Lawyer Directory* to keep your message in front of Wisconsin-licensed attorneys all year.



IN PERSON

Meet current and prospective customers face-to-face as an exhibitor at multi-day State Bar PINNACLE Institutes.



ONLINE

Reach legal professionals electronically when they access WisBar's (www.wisbar.org) most viewed pages or when the *InsideTrack* e-newsletter is delivered to their inbox.



BY MAIL

Purchase State Bar of Wisconsin mailing lists to deliver your message to the entire roster of Wisconsin attorneys, or select a highly targeted segment of the database.



SPONSORSHIPS

Sponsor various State Bar events, programs, and publications to further reach your target audience.



ONE SIZE DOES NOT FIT ALL!

Let the State Bar design a tailored advertising and promotional plan based on your goals and your budget. Discounts may apply for custom packages.

Contact Karen Richter

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : krichter@wisbar.org



STATE BAR OF WISCONSIN

Your Practice. Our Purpose.[™]



YOUR EXCLUSIVE CONNECTION

CONNECTING YOU WITH WISCONSIN LAWYERS

With more than 23,700 members, and growing steadily, the State Bar of Wisconsin offers direct access to a highly targeted audience through its award-winning publications, a nationally recognized Web site and e-newsletter, exhibiting and sponsorship opportunities, and the most up-to-date mailing list of Wisconsin attorneys.

The State Bar’s commitment to quality means your message is delivered in a relevant and respected environment that lends credibility to your company, builds name recognition, and increases market share.

Whether you want to reach all Wisconsin attorneys, or a more targeted audience, you can choose from a proven mix of advertising opportunities that will enhance your overall marketing plan and help you effectively deliver your message.

ABOUT OUR MEMBERS

State Bar members are opinion leaders and decision makers. They are affluent, influential, and highly educated professionals who are prime prospects for any legal or non-legal product or service that will help them represent their clients, build their practices, manage their offices, and enhance their personal lives. Attorneys make purchasing decisions for themselves, their firms, families, and clients.

In addition to lawyers and judges, when you market your product or service through the State Bar you will also reach law office administrators, paralegals, legal secretaries, law students, law clerks, and other

law-related professionals – many of whom are the buyers, or purchasing initiators, in law offices and corporate legal departments.

PURCHASES LAWYERS OR THEIR STAFFS ARE LIKELY TO MAKE INCLUDE:

- Technology-related products and services
- Continuing legal education programs
- Legal research materials
- Office equipment and supplies
- Telephone systems and calling plans
- Litigation support services
- Professional liability insurance
- Personal insurance products
- Employee benefits plans
- Business travel services

OUTSIDE THEIR OFFICES, ATTORNEYS ARE CONSUMERS OF MANY UPSCALE PERSONAL ITEMS SUCH AS:

- Automobiles and watercraft
- Luxury or vacation homes
- Travel and leisure opportunities
- High-end business attire and casual clothing
- Art/Jewelry
- Financial planning services
- Sporting and cultural events
- Fine dining
- Home furnishings and accessories
- and more!

STATE BAR MEMBER DEMOGRAPHICS

GENDER		
Male	Female	Total
16,177	7,589	23,766

WISCONSIN FIRMS BY SIZE		
Firm Size	Members	Firms
Solo	4,807	4,807
2-3	2,097	905
4-5	1,113	254
6-7	631	98
8-10	685	78
11-15	774	61
16-20	335	19
21-30	429	18
31-50	306	8
Over 50	1,289	11

STATE BAR SECTION / DIVISION MEMBERSHIP			
Section Member Type	Totals	Section Member Type	Totals
Administrative	392	Health	380
Alternative Dispute Resolution	309	Indian	187
Agricultural/Agribusiness	106	Individual Rights & Responsibilities	176
Appellate Practice	382	Intellectual Property	590
Bankruptcy, Insolvency & Creditors' Rights	720	International Practice	146
Business	1,686	Labor & Employment	802
Children & the Law	324	Law Office Management	2,184
Construction & Public Contract	362	Litigation	1,953
Criminal	658	Nonresident Lawyers Division	7,218
Elder	989	Public Interest	220
Energy & Telecommunications	166	Real Property, Probate & Trust	1,684
Environmental	368	Senior Lawyers Division	1,093
Family	1,258	Sports and Entertainment	150
General Practice	983	Taxation	681
Government	3,345	Young Lawyers Division	5,455

YOUR EXCLUSIVE CONNECTION



PRACTICE AREAS

Practice Area	Members	Practice Area	Members	Practice Area	Members
Administrative/Government	2,361	Creditor/Debtor	773	Labor/Employment	2,112
Admiralty/Maritime	20	Criminal	3,253	Law Practice Mgmt	28
Agricultural	112	Elder	779	Marital Property	246
Alternative Dispute Res	538	Energy/Public Utilities	324	Military	229
Antitrust	236	Environmental	690	Municipal	799
Appellate Practice	886	Estate Planning/Probate	2,903	Real Property	3,380
Bankruptcy	900	Ethics/Lawyer Regulation	198	Rep. Hearing/Vision Imp	4
Business Litigation	1,951	Evidence	332	Rep. Non-English Speaking	14
Business/Corporate	4,243	Family	2,466	School	357
Career Development	11	Financial Institutions	541	Securities	638
Civil Litigation	2,913	General Practice	2,062	Social Security	313
Civil Procedure	115	Health	820	Sports/Entertainment	248
Civil Rights	564	Immigration	290	Tax	1,305
Communications/Media	148	Indian	222	Torts/Personal Injury	2,767
Constitutional	384	Insurance	1,796	Traffic	680
Construction/Public Contract	517	Intellectual Property	1,230	Transportation	80
Consumer	325	International Practice	456	Worker's Compensation	805
Contracts	1,112	Juvenile/Children	1,178		

MEMBERS BY COUNTY

County	Total	County	Total	County	Total	County	Total	County	Total
Adams	14	Douglas	59	Kewaunee	21	Ozaukee	275	Taylor	20
Ashland	27	Dunn	45	La Crosse	255	Pepin	5	Trempealeau	33
Barron	49	Eau Claire	251	Lafayette	13	Pierce	52	Vernon	34
Bayfield	23	Florence	5	Langlade	18	Polk	45	Vilas	41
Brown	475	Fond du Lac	104	Lincoln	43	Portage	111	Walworth	159
Buffalo	8	Forest	12	Manitowoc	121	Price	19	Washburn	18
Burnett	13	Grant	54	Marathon	313	Racine	377	Washington	175
Calumet	19	Green	54	Marinette	32	Richland	16	Waukesha	1,376
Chippewa	51	Green Lake	31	Marquette	12	Rock	263	Waupaca	43
Clark	23	Iowa	32	Menominee	9	Rusk	6	Waushara	15
Columbia	69	Iron	8	Milwaukee	5,449	Saint Croix	138	Winnebago	297
Crawford	16	Jackson	36	Monroe	54	Sauk	108	Wood	94
Dane	3,446	Jefferson	115	Oconto	21	Sawyer	25		
Dodge	81	Juneau	23	Oneida	84	Shawano	38		
Door	56	Kenosha	222	Outagamie	414	Sheboygan	168		

CONNECT IN PRINT

THERE'S NO BETTER WAY TO REACH WISCONSIN LAWYERS THAN THROUGH THE STATE BAR OF WISCONSIN'S HIGHLY VISIBLE PRINT PUBLICATIONS, INCLUDING THE FLAGSHIP *WISCONSIN LAWYER*TM MAGAZINE.

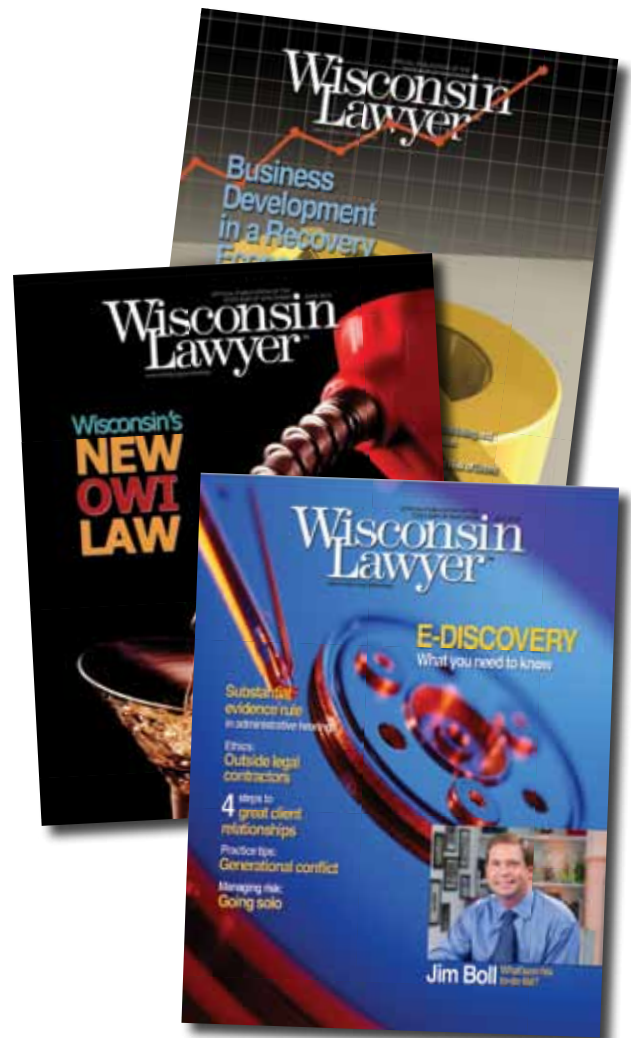
WISCONSIN LAWYER MAGAZINE

Advertising in the monthly *Wisconsin Lawyer* builds name recognition, helps maintain current market share, and influences potential new business. As the State Bar's flagship publication and a leading member benefit, the *Wisconsin Lawyer* guarantees you nearly 100% access to all lawyers licensed to practice in Wisconsin as well as paid subscribers. No other publication – regional or national – gives you greater access to this professional market. Choose from several display ad sizes, all positioned alongside compelling and relevant editorial content.

Wisconsin Lawyer is the #1 most relied upon State Bar resource members use to keep abreast of Wisconsin legal developments.*

Attorneys rely on the *Wisconsin Lawyer* to:

- Stay abreast of new or pending legislation and court decisions
- Get valuable tips on managing their practice, utilizing the latest technology, and reducing risk and stress
- Read ideas, concerns, and opinions that affect the practice of law in Wisconsin
- Keep current on colleagues
- Learn about new products, services, and practice techniques.



*Figures are taken from the 2010 State Bar readership survey





CONNECT IN PRINT

ISSUE AND CLOSING DATES

Space reservations are due the 10th of the month preceding the issue (e.g. June 10 for the July issue). Materials are due the 17th of the month. Deadline extensions may be possible and can be arranged by contacting Karen Richter.

“MEMBERS-ONLY” ANNOUNCEMENT RATES

Discounted rates available only to State Bar members to publish announcement advertisements such as opening a new office, promoting or hiring an attorney, or moving. Advertisements for seminars, products or services offered by State Bar members do not qualify for the discount. Special rate is available for no more than three issues during the calendar year. No agency commission. Full page, \$850/issue; one-half page, \$645/issue; one-third page, \$500/issue; one-quarter page, \$400/issue. Prices include composition.

CLASSIFIED ADVERTISING

Prepaid; \$25 minimum charge; \$1.75 per word for State Bar members; \$2.25 per word for nonmembers; \$25 additional for blind box assignments. Closing date for classifieds is the 10th of the month preceding issue. Display classified – boxed ad with bold headline – maximum 100 words, \$200 for members; \$250 for nonmembers. Discounts: 5% for three insertions; 10% for six insertions; 15% for 12 insertions. No agency discounts. Classified ads automatically appear on the State Bar’s Web site at www.wisbar.org/classifieds for as long as they are scheduled in the magazine.

INSERTS

Preprinted inserts accepted. Contact Karen Richter for rates and specifications.

CIRCULATION

23,330

MECHANICAL SPECIFICATIONS

Three columns (13 picas per column). Offset. 133-line halftone screen. Saddle stitch binding. Four-color process colors available.

ELECTRONIC SUBMISSION OF ADS

PC format preferred. InDesign, PDF/Acrobat 4.0 or higher, PhotoShop 5.0 or higher, Illustrator 9.0 or higher. Advertiser must supply CD-ROM, disk, or email that contains fonts, all related links/graphics, application file, and PDF file, along with a laser print. Indicate bleed and trim. Match-print proofs requested for four-color ads. Please call (800) 811-2230 for other options if you can’t meet these specifications.

RETENTION OF MATERIALS

Ad materials will be retained by the State Bar for 12 months.

SHIPPING INFORMATION

Street Address: State Bar of Wisconsin, 5302 Eastpark Blvd., Madison, WI 53718

Mailing Address: State Bar of Wisconsin, P.O. Box 7158, Madison, WI 53707-7158

Email: krichter@wisbar.org

CONNECT IN PRINT TODAY!

Contact Karen Richter for more information.

Karen Richter

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : krichter@wisbar.org

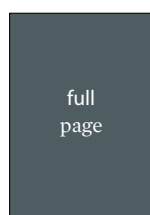
For added exposure, combine your print advertising with other State Bar of Wisconsin promotional opportunities. Discounts are available for custom packages.

DISPLAY ADVERTISING RATES

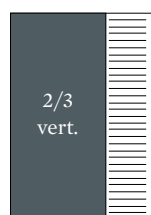
Ad Size	1x	3x	6x	12x
Full page	\$1,300	\$1,240	\$1,175	\$1,100
2/3 page	1,110	1,050	1,000	935
1/2 page	905	870	820	780
1/3 page	665	640	605	575
1/4 page	495	475	450	425
1/6 page	385	370	350	330
1/12 page	205	195	190	180
2-page spread	2,210	2,110	1,995	1,870
2-color	Add \$300			
4-color	Add \$600			
Preferred placement	Add 20%			
2nd cover	1,625	1,550	1,465	1,375
3rd cover	1,560	1,485	1,410	1,320
4th cover	1,690	1,610	1,525	1,430
2nd cover, 2-color	1,925	1,850	1,765	1,675
3rd cover, 2-color	1,860	1,785	1,710	1,620
4th cover, 2-color	1,990	1,910	1,825	1,730
2nd cover, 4-color	2,225	2,150	2,065	1,975
3rd cover, 4-color	2,160	2,085	2,010	1,920
4th cover, 4-color	2,290	2,210	2,125	2,030

Multiple insertion rates are based on the number of ad units used within 12 months, whether the same or varying sizes. Rates effective September 1, 2010.

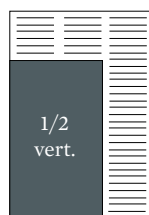
DIMENSIONS (W X H)



Full Page
7-1/2" x 10"



2/3 Page V
4-5/8" x 10"



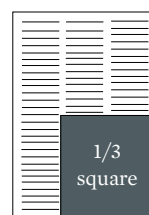
1/2 Page V
4-5/8" x 7"



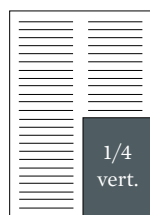
1/2 Page H
7" x 4-7/8"



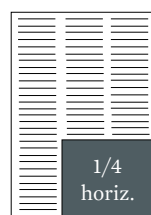
1/3 Page V
2-1/4" x 10"



1/3 Page H
4-5/8" x 4-7/8"



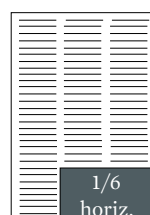
1/4 Page V
3-3/8" x 4-7/8"



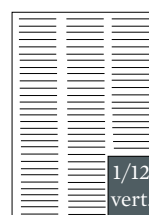
1/4 Page H
4-5/8" x 3-1/2"



1/6 Page V
2-1/4" x 4-7/8"



1/6 Page H
4-5/8" x 2-3/8"



1/12 Page V
2-1/4" x 2-1/4"

* Trim size= 8-1/8"x10-3/4, bleed outside at least 1/8"

CONNECT IN PRINT

WHY DO YOU NEED TO BE IN THE WISCONSIN LAWYER?

- Nationally, magazine ads rank number one at influencing consumers to start a search online.
- **82%** percent of readership survey respondents indicate that the *Wisconsin Lawyer* is the most relied upon State Bar resource for keeping abreast of Wisconsin legal developments.
- **78%** have an overall satisfaction with the *Wisconsin Lawyer*. This includes appearance/design, content, and reliability, timeliness, and usefulness of information.
- **76%** percent State Bar of Wisconsin members read the *Wisconsin Lawyer* regularly.
- *Wisconsin Lawyer* circulation grows continuously as new attorneys are admitted to practice in Wisconsin.

ATTORNEYS DRIVE BUSINESS TO OTHER PROFESSIONALS

Top areas for referrals include:

- Other attorneys
- Accounting services
- Expert witnesses
- Real estate transactions
- Banking, financial planning, and wealth management services
- Dispute resolution services
- Investigative services
- Insurance purchases

WHAT DO THEY READ?

TOP AREAS OF INTEREST IN THE WISCONSIN LAWYER

- Wisconsin case law development
- Supreme Court and Court of Appeals digests
- Ethics opinions and advice
- Supreme Court orders and rule changes
- New or proposed Wisconsin legislation
- Legal research
- Lawyer discipline
- Lawyer announcements

WHAT'S IT COST?

Rates begin as low as **\$54** per thousand.
(Based on a one-time, full-page, b/w ad)

WHO'S READING WISCONSIN LAWYER?

TOP PRACTICE AREAS OF WISCONSIN ATTORNEYS

Business/Corporate	Personal Injury
Real Property	Family
Criminal	Administrative/Government
Civil Litigation	Labor/Employment
Estate Planning	General Practice

WHERE DO THEY PRACTICE?

- **49%** are in private practice
- **77%** work in firms with fewer than 16 attorneys
- **51%** work in firms with five or fewer attorneys

CONNECT
ALL YEAR

KEEP YOUR NAME IN FRONT OF WISCONSIN LAWYERS ALL YEAR WITH AN AD IN THE STATE BAR OF WISCONSIN'S ANNUAL *WISCONSIN LAWYER*TM DIRECTORY.

WISCONSIN LAWYER DIRECTORY



Published in January as a special issue of *Wisconsin Lawyer*, the *Wisconsin Lawyer Directory* is the only legal directory distributed to every Wisconsin-licensed attorney. Lawyers and their staff use the directory throughout the year to locate information not readily available in any other single source. The *Wisconsin Lawyer Directory* is the official directory of the State

Bar, and the most up-to-date and reliable print directory available to Wisconsin's legal market.

93% of State Bar members turn to either the *Wisconsin Lawyer Directory* or the Lawyer Search online first to find contact information for other Wisconsin lawyers.*

NEW IN 2011!

Professional Services Section Digital Edition

- Your entire ad will be visible online
- Email and URL links will provide immediate connectivity
- Easily accessed by State Bar members and their staff

WHO RECEIVES THE DIRECTORY?

KEY DECISION MAKERS!

- Nearly 24,000 Wisconsin-licensed attorneys, judges, and interested subscribers
- Every new attorney admitted to the Wisconsin bar
- Nearly 1,000 law office support staff
 - Paralegals
 - Law librarians
 - Firm administrators

*Figures are taken from the 2010 State Bar readership survey



STATE BAR OF WISCONSIN

Your Practice. Our Purpose.TM

CONNECT ALL YEAR

WHY ADVERTISE IN THE DIRECTORY?

- For just pennies per day your ad will reach key decision-makers in Wisconsin's legal community every day, all year.
- You will build name recognition, enhance credibility, increase market share, and influence potential new clients.
- In a recent survey of State Bar members, the *Wisconsin Lawyer* Directory was ranked as the second most valuable service the Bar provides. This confirms that your ad is in the directory that Wisconsin legal professionals use most.

WHAT YOU'LL RECEIVE

All ads, except full pages*, are categorized and placed by type of business in the Professional Services section. This section is set off with a section divider page, and includes:

- Free reference listing (name, phone number(s), and one electronic address)
- Additional exposure in the free online digital edition
- Listing in advertiser index
- Listing in online Vendor Mall (www.wisbar.org/vendormall) for one year – \$150 value
- A copy of the 2011 directory – \$36 value

* Full pages are generally placed before or after section divider pages for high visibility.

If you're not familiar with the *Wisconsin Lawyer* Directory and would like a past issue to examine, call (800) 444-9404 ext. 6132 or (608) 250-6132 and a complimentary copy will be mailed to you.



CONNECT ALL YEAR TODAY!

Contact Karen Richter for more information.

Karen Richter

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : krichter@wisbar.org

DISPLAY ADVERTISING RATES	
Section Divider Page (Limited availability)	\$2,250
Cover Positions	Call for availability
Full Page	\$1,555
2/3 Page	\$1,350
1/2 Page	\$1,115
1/3 Page	\$890
1/4 Page	\$685
1/6 Page	\$570
1/8 Page	\$440
Two Color	Add \$300
Four Color	Add \$600
Guaranteed Positions (full pages only)	Add 20%
Basic Reference Listing (Company name, phone, & one electronic link. Also appears in online vendor mall)	FREE with display ad
Enhanced Listing (Add address & 30-word company description)	Add \$75
Reference Listing only (no display ad; includes online listing)	\$300
Enhanced Listing only (no display ad; includes basic online listing)	\$350
Basic Listing under additional categories	Add \$25/listing
Enhanced listing under additional categories	Add \$50/listing
Additional Electronic Links	Add \$75/link
Alterations to Electronic Listings	\$25/instance
Discounts are available to businesses advertising in the monthly <i>Wisconsin Lawyer</i> magazine; 15% discount to recognized advertising agencies.	

AD DIMENSIONS (W X H) AND SPECIFICATIONS

Full Page
8" x 10.5"
Bleed: 8-3/8" x 10-7/8"

2/3 Page H
7" x 6-1/2"

1/2 Page V
3-3/8" x 9-1/2"

1/2 Page H
7" x 4-7/8"

1/3 Page H
7" x 3-1/4"

1/3 Page V
3-3/8" x 6-1/2"

1/8 Page
3-3/8" x 2-3/8"

1/6 Page
3-3/8" x 3-1/4"

1/4 Page
3-3/8" x 4-7/8"

Submit digital ads in PDF format or let the State Bar produce an ad for you.
For more information, contact Karen Richter, (608) 825-3902 or krichter@wisbar.org

UPGRADE YOUR FREE ONLINE LISTING www.wisbar.org/vendormall

*GOLD PACKAGE – \$475/YEAR	<ul style="list-style-type: none"> A rotating listing at top of "Featured Vendor" box of vendor mall A rotating listing at top of the alphabetical section of your category A starred listing at the top of the Index Column 	<ul style="list-style-type: none"> Complete contact information & URL link 30-word description of the product or services you offer Logo and up to five images
*SILVER PACKAGE – \$400/YEAR	<ul style="list-style-type: none"> A rotating listing at top of the alphabetical section of your category A starred listing at the top of the Index Column Complete contact information & URL link 	<ul style="list-style-type: none"> 30-word description of the product or services you offer Logo and up to five images
*BRONZE PACKAGE – \$325/YEAR	<ul style="list-style-type: none"> A starred listing at the top of the Index Column Complete contact information & URL link 	<ul style="list-style-type: none"> 30-word description of the product or services you offer Logo and up to five images

WISCONSIN LAWYER DIRECTORY
SPACE RESERVATION FORM

AD SIZE See inside for rates and mechanical specifications

- 1/8 page
- 1/4 page
- 1/2 page
- full page
- 1/6 page
- 1/3 page
- 2/3 page
- listing only (no display ad)

REFERENCE LISTING INFORMATION Free with all display ads. Includes company name, phone number(s), & email address. Appears in print & online.

Company name _____

Telephone number(s) _____

Email address _____

ENHANCED LISTING (Optional) Reference listings can be enhanced with an address and a 30-word description of your business for \$75.

ADDITIONAL LINKS (\$75 EACH)

OPTIONAL UPGRADES TO BASIC ONLINE LISTING

To appear on www.wisbar.org/vendormall - (see inside)

- Gold Pkg.
- Silver Pkg.
- Bronze Pkg.

CATEGORY: Choose from a category on right, or select new category. Listings in more than one category, \$25 each.

ABSTRACT/TITLE COMPANIES AND COURT REPORTERS are indexed by county. List up to three counties you want to be listed under. Listings under additional counties are \$25 each.

Contact _____

Authorized Signature _____

Address _____

City _____

State/Zip _____

Fax _____

Please call me to discuss advertising in the *Wisconsin Lawyer Directory*. Best time to call: _____

CATEGORIES

(This is a representative list from past directories. New categories will be created at advertiser's request.)

- Abstract/Title Company**
- Accident Reconstruction
- Accounting Services
- Alternative Dispute Resolution
- Appraisals – Coin
- Appraisals – Real Estate
- Attorney Referrals
- Auctioneers
- Audio-Visual Rentals
- Banking/Trust Services
- Business Valuations
- Charitable Giving
- Computer Forensics
- Copying/Imaging Services
- Counseling Services
- Courtroom Graphics
- Court Data
- Court Reporters/Depositions*
- Day-in-the-life Videos
- Divorce Consultants
- DNA Analysis
- Document Destruction
- Document Examiners
- Document Imaging
- Document Reproduction
- Economic Analysts
- Engineers
- Environmental Consultants
- Estate Planners
- Expert Witness**
- Financial Services
- Fire/Arson Investigation
- Focus Groups
- Forensic Genealogists
- Fraud Examiners
- Heir Locators
- Hotel/Resort Consulting
- Human Factors
- Independent Medical Exams
- Insurance Providers***
- Information Searches
- Interpreters/Translators
- Investigative Services
- Jury Verdict Reporting & Researching
- Land Use Planning
- Law Office Automation
- Legal Photography
- Legal Nurse Consultant
- Legal Publishers
- Legal Research
- Medical Evaluations
- Mock Jury Trials
- Paralegal Services
- Paternity Testing
- Polygraph Services
- Psychiatric Evaluations
- Psychological Assessments
- Process Servers
- Probate Research
- Public Relations Consultants
- Records Storage
- Research Services
- Securities Arbitration
- Structured Settlements
- Surveyors
- Title Insurers
- Trademark Searches
- Trial Consultants
- Trust Services
- Videographers
- Video Conferencing

* Court Reporters and Abstract and Title Companies are further categorized by county.

** Include area of expertise.

*** Include type of insurance.

Return by November 5, 2010 to:

Karen Richter, Advertising Manager, State Bar of Wisconsin,
P.O. Box 7158, Madison, WI 53708-7158

Phone: (800) 444-9404 ext. 6132 or (608) 250-6132

Fax: (608) 825-9320 • **Email:** krichter@wisbar.org

CONNECT ONLINE

MEMBERS OF WISCONSIN'S LEGAL COMMUNITY ARE JUST ONE CLICK AWAY FROM YOUR WEB SITE WHEN YOU TAKE ADVANTAGE OF THE STATE BAR'S ONLINE ADVERTISING OPPORTUNITIES.

In 2008, WisBar (www.wisbar.org) boasted more than 8.7 million page views. In 2009 page views increased to more than 9.7 million – a growth of one million views, or 11.5 percent. Additionally, *InsideTrack* e-newsletter is delivered directly to the inboxes of more than 20,000 members twice each month.

Display ads are available on WisBar's most viewed pages:

WISBAR FRONT PAGE

- Two ad sizes available
- Maximum of six rotating ads
- Average monthly impressions: 141,667
- Above-the-fold placement

WISBAR LAWYER SEARCH

- WisBar's most popular area
- Ads limited to six rotating ads
- Nearly two million page views per year

WISBAR CLASSIFIED ADVERTISING

- 400,000+ page views per year
- Above-the-fold positioning

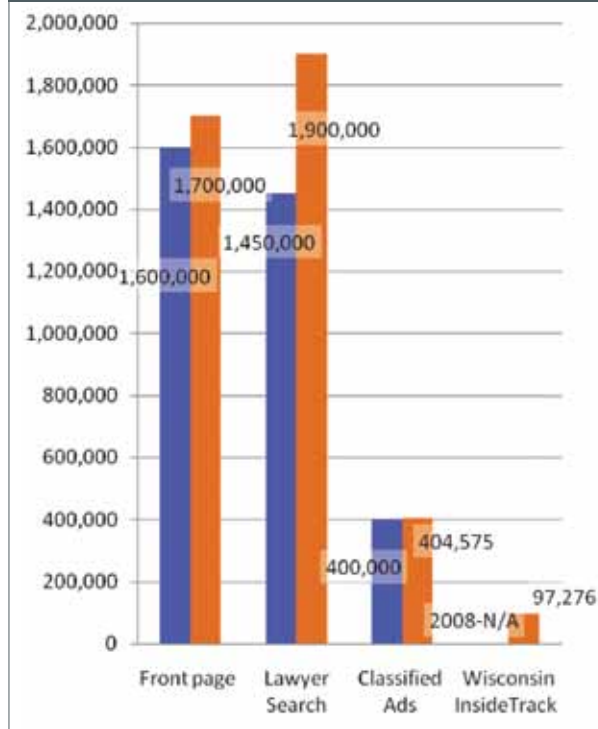
WISBAR *INSIDETRACK* ENEWSLETTER

- Delivered twice monthly to 20,000+ members
- Also available from WisBar's front page
- Two ad sizes available
- Above-the-fold positioning, alongside editorial content
- Ads appear on all story pages and on archived newsletters

WISBAR VENDOR MALL

- Above-the-fold positioning
- Limit of three ads
- No rotation with other ads

WEB PAGE VISITS GROWTH IN 2009 FOR ADVERTISER AVAILABLE PAGES



STATE BAR OF WISCONSIN

Your Practice. Our Purpose.™

CONNECT ONLINE

BUTTONS AND BANNERS

Averaging 800,000 page views each month, and nearly 10 million each year, legal professionals consider WisBar.org a prime practice tool and log on regularly to access free legal research, read law-related news, locate colleagues, purchase products, register for events, view seminars, and much more. You will capture visitors' attention and drive traffic to your site with a prominently displayed ad on highly accessed pages.

AD SIZES

Small button = 150 x 75 pixels (w x h)

Button = 150 x 150 pixels

Banner = 450 x 150 pixels (w x h)

AD SPECS

72 dpi

Submit in GIF or JPEG format

Animation limited to two loops

No FLASH ads

SUBMISSION OF ELECTRONIC ADS

Email to krichter@wisbar.org one week prior to go-live date. Provide URL address for link.

CONDITIONS OF ADVERTISING

- Space is available on a first-come, first-serve basis.
- All new electronic ads must be prepaid. Checks, MasterCard, VISA, and American Express accepted.
- No cancellations after ad acceptance.
- Advertisers and advertising agencies assume liability for all content (including text, representations, and illustrations) of advertisements and assume responsibility of any claims arising thereof made against the State Bar. The State Bar reserves the right to reject any advertising not in keeping with its standards.
- Acceptance of ads does not constitute an endorsement of a company's product or service.

ELECTRONIC ADVERTISING RATES

FRONT PAGE www.wisbar.org	BUTTON: \$300/monthly \$3,000/year	BANNER: \$650/monthly \$7,000/year
LAWYER SEARCH www.wisbar.org/lawyersearch	BUTTON: \$300/month \$3,000/year Exclusive annual contract (no other vendor ads) \$16,000	
WISBAR INSIDETRACK E-NEWSLETTER www.wisbar.org/insidetrack	SMALL BUTTON: 3 mos.: \$1,050 6 mos.: \$1,800 12 mos.: \$3,360	BUTTON: 3 mos.: \$1,500 6 mos.: \$2,550 12 mos.: \$4,800
CLASSIFIED ADS MAIN PAGE www.wisbar.org/classifieds	BUTTON: \$100/month \$900/year	
VENDOR MALL MAIN PAGE www.wisbar.org/vendormall	BUTTON: \$100/month \$900/year	



VENDOR MALL LISTINGS

WisBar’s Vendor Mall is an easy-to-use resource for locating products and services. Vendor Mall listings are categorized for easy retrieval and include URL and email links. Choose from several packages below.

VENDOR MALL PACKAGES

GOLD PACKAGE – \$475/YEAR	<ul style="list-style-type: none"> • A rotating listing in the “Featured Vendor” box at the top of the vendor mall • A rotating listing at the top of the alphabetical section of your category • A listing at the top of the Index Column denoted with a star • Complete contact information • URL link • 30-word description of the product or services you offer • Logo and up to five images 	
SILVER PACKAGE – \$400/YEAR	<ul style="list-style-type: none"> • A rotating listing at the top of the alphabetical section of your category • A listing at the top of the Index Column denoted with a star • Complete contact information • URL link • 30-word description of the product or services you offer • Logo and up to five images 	
BRONZE PACKAGE – \$325/YEAR	<ul style="list-style-type: none"> • A listing at the top of the Index Column denoted with a star • Complete contact information • URL link • 30-word description of the product or services you offer • Logo and up to five images 	
BASIC PACKAGE – \$150/YEAR	<ul style="list-style-type: none"> • Company name • Phone number(s) • Email link 	<p> The Basic Package is free to all <i>Wisconsin Lawyer</i> Directory advertisers and <i>Wisconsin Lawyer</i> advertisers contracted for six or more issues.</p>

Additional electronic links with any package: \$75
 Listings under additional categories: \$25/listing
 Changes to listings: \$25/instance

CONNECT ONLINE

WISBAR'S ONLINE CLASSIFIEDS

One of WisBar's most popular pages, the online classifieds, average 38,000 page views per month (as many as 63,000 page views some months). Ads can be posted under one of the following headings: Positions Available, Positions Wanted, Office Space, Business Opportunities, Seminars, Referrals, For Sale, Real Estate, Vacation Rentals, Wanted or Service/experts. Additional headings will be considered upon request.

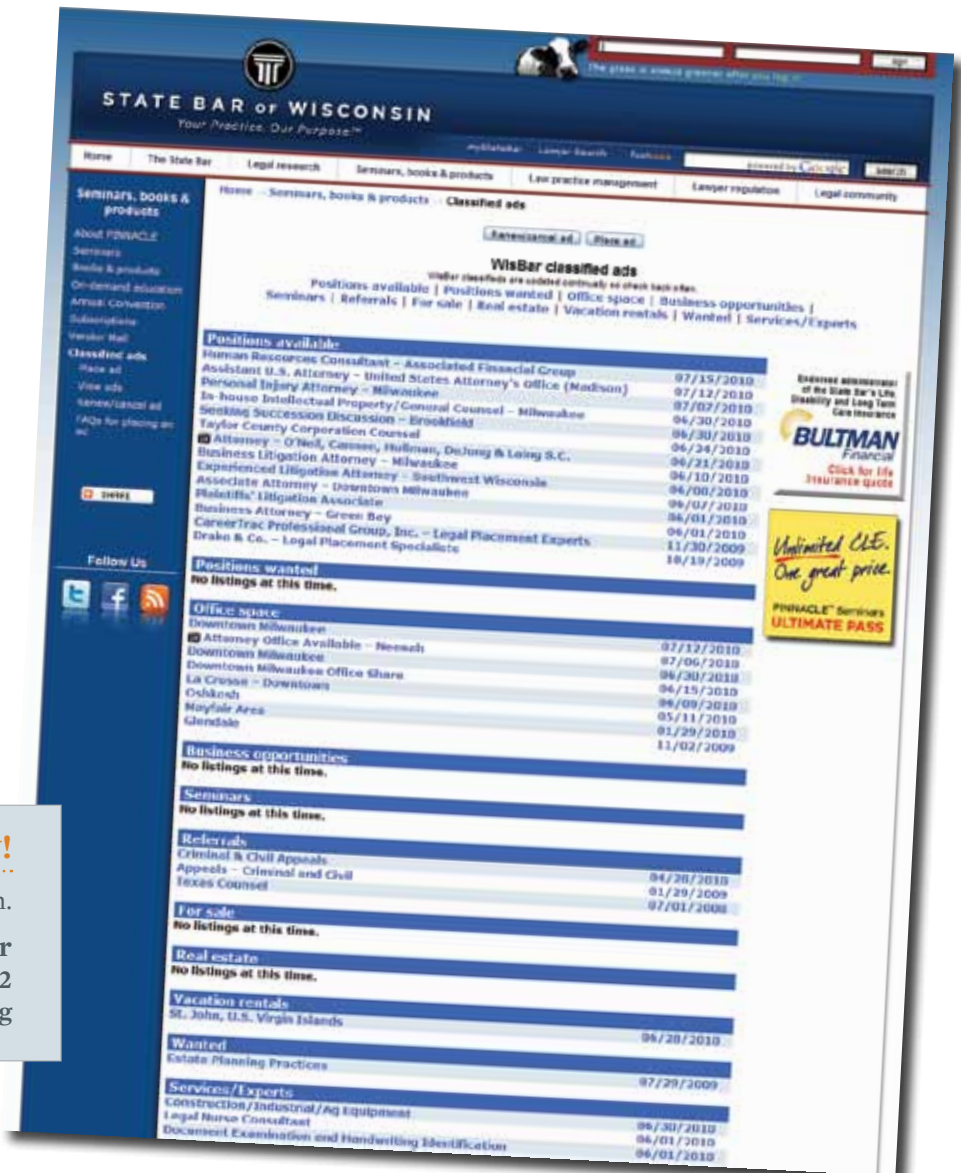
RATES

\$75/week for State Bar members

\$125/week for nonmembers

Logos, email, and URL links are added at no additional charge.

Online classified ads can be self-posted at www.wisbar.org/classifieds, or emailed to krichter@wisbar.org.



CONNECT ONLINE TODAY!

Contact Karen Richter for more information.

Karen Richter

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : krichter@wisbar.org

For maximum exposure and discounted rates, place your classified ad in both the print *Wisconsin Lawyer* magazine and online. Contact Karen Richter for quotes.



CONNECT IN PERSON

REACH POTENTIAL NEW CUSTOMERS AND STRENGTHEN EXISTING RELATIONSHIPS BY EXHIBITING AT STATE BAR OF WISCONSIN PINNACLE™ CONTINUING LEGAL EDUCATION (CLE) INSTITUTES.

PINNACLE™ INSTITUTE LEGAL EXPOS

Build personal relationships and reduce travel time and expense by exhibiting at State Bar of Wisconsin PINNACLE Institutes.

PINNACLE, the State Bar's continuing legal education department, is the largest provider of CLE programs in the state. PINNACLE offers Wisconsin attorneys high quality professional development sessions that help them stay current in their practice, and satisfy their mandatory education requirements.

NEW IN 2011 - THREE OPPORTUNITIES TO EXHIBIT!

Beginning in 2011, the State Bar will offer several PINNACLE Institutes, rather than its traditional annual convention. Institutes are two-day continuing education conferences with dedicated exhibition areas. Institutes focus on two or three areas of practice, and allow exhibitors to choose the event that will have the highest potential for success for their business.

2011 INSTITUTES & LEGAL EXPOS

Litigation & Dispute Resolution Institute

May 5-6, Frontier Airlines Center, Milwaukee

Real Estate & Business Law Institute

June 9-10, Kalahari Resort, Wisconsin Dells

(In conjunction with the State Bar's Annual Meeting)

Solo & Small Firm Conference

October 27-28, Kalahari Resort, Wisconsin Dells

WHY EXHIBIT AT A PINNACLE INSTITUTE?

Attorneys are busy professionals who can be hard to reach. When you reach them at their office you may have to compete for their time and attention. Exhibiting at a PINNACLE Institute gives you the opportunity to connect to lawyers in person, when they are out of their offices and focused on personal and professional development and growth. Face-to-face contact will:

- Establish and maintain personal relationships
- Strengthen and increase your company's visibility
- Capture and qualify leads
- Demonstrate new products
- Build trust and brand loyalty
- Convert prospects to purchasers
- Accelerate sales



STATE BAR OF WISCONSIN

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CONNECT IN PERSON

EXHIBIT BOOTH SPACE INCLUDES

- 8' x 10' booth with draped side and back walls
- Skirted table and two chairs
- 7" x 44" one-line identification sign
- Post-show attendee list
- Up to five exhibitor badges
- Company and product description on the State Bar's Web site and in the on-site conference guide

VALUABLE EXHIBITOR NETWORKING OPPORTUNITIES

- Thursday morning continental breakfast in the exhibit area
- Morning and afternoon refreshment breaks in the exhibit area
- Thursday evening reception in exhibit area
- Option to attend special events

Several exhibiting and sponsorship packages are available. Call (800) 444-9404 ext. 6132 or visit wisbar.org/prospectus for more detailed information.

A national survey indicates that on average 80% of trade show attendees have the power to recommend or make final purchasing decisions.

CAN'T ATTEND AN INSTITUTE AS AN EXHIBITOR?

Keep your connections to the legal market strong by sponsoring a special event

- Continental Breakfast \$500
- Refreshment Break \$500
- Thursday Lunch \$750
- Thursday Dinner \$1,000

Event sponsors will be recognized with pre-event marketing materials (time sensitive), onsite signage, logo and mention on wisbar.org. Lunch and dinner sponsors will receive two event tickets and will be further recognized with podium thank you.

ACT SOON! Your early sponsorship commitment insures your exposure in pre-conference marketing materials.

MAXIMIZE YOUR PRESENCE WITH PRE-SHOW PROMOTIONS

Studies show that pre-show promotions can increase trade show effectiveness by 25%. Reach attendees with an ad in the *Wisconsin Lawyer* prior to the event, an ad in the onsite program, or by purchasing a mailing list of pre-registered attendees.

ONE SIZE DOES NOT FIT ALL!

Let the State Bar design a tailored advertising and promotional plan based on your goals and your budget. Discounts may apply for custom packages.

Contact Karen Richter

PH: (800) 444-9404 ext. 6132 OR (608) 250-6132
E: krichter@wisbar.org



CONNECT THROUGH **SPONSORSHIPS**

BUILD BRAND RECOGNITION AND REINFORCE YOUR OTHER MARKETING ACTIVITIES BY SPONSORING SPECIALTY PRODUCTS, EVENTS & PUBLICATIONS.

ONE-DAY PINNACLE™ SEMINAR SPONSORSHIPS

PINNACLE, the State Bar of Wisconsin's continuing legal education department, is the largest provider of CLE programs in the state. PINNACLE seminars are one-day, topic-specific programs held in Milwaukee and/or Madison. Sponsoring a PINNACLE seminar lets you cost-effectively reach a highly targeted audience who are attending either in person, or through a simultaneous Webcast.

Seminar sponsors are welcome to be onsite during the program, however, it is not required. If you are unable to attend, the State Bar will gladly display literature for you, in addition to the other signage and recognition listed below.

Sponsorship prices start at \$295, depending on program topic and anticipated audience.

SEMINAR SPONSORSHIPS INCLUDE:

- Logo and acknowledgement in direct mail brochure and pre-seminar email marketing (average number of impressions: 7,500 to 10,000)
- Logo on the seminar Web page

- Podium recognition
- Overhead slide displayed before program and during breaks
- One 8-1/2" x 11" flier (supplied by sponsor) included with seminar materials
- Table located in back, or outside of, seminar
- List of in-person and Webcast seminar registrants
- Signage at registration desk, and refreshment table if appropriate
- Continued exposure in video replay slides

SPONSORSHIP OPPORTUNITIES BY TOPIC

- Torts/Litigation
- Employment Law/Benefits
- Business Law
- Guardian ad Litem
- Interpreting Medical Information
- Aging/Elder Law
- Worker's Compensation
- Real Estate
- Ethics
- Bankruptcy
- Estate Planning
- Tax Law



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CONNECT THROUGH SPONSORSHIPS

STATE BAR MEMBERSHIP CARD SPONSORSHIP



GUARANTEED TO REACH EVERY MEMBER!

For less than 9¢ per member, keep your name in front of Wisconsin attorneys all year by sponsoring the State Bar membership card.

Every attorney licensed to practice in Wisconsin – more than 23,700 – receives their annual membership card in July. This card is used throughout the year to enter jails and to quickly access important State Bar information. Card sponsorship includes:

- 1-1/2” wide by 7/16” high space for your logo, phone number, and Web address
- Mention in the cover letter accompanying the membership card
- One-time use State Bar mailing list at no charge (Up to \$4,000 value; regular mailing list policies apply)
- Listing in the State Bar’s online Vendor Mall (www.wisbar.org/vendormall)

Spaces are limited, and available on a first-come, first-served basis. Once you become a card sponsor, you have the first right of refusal on future cards.

Cost: \$2,000

Deadline: March 1

STATE BAR EVENTS & PUBLICATIONS

Choose from a number of targeted opportunities, including:

- Wisconsin Bar Leader’s Conference
- PINNACLE Institute special events
- Wisconsin Equal Justice Conference
- 50-year Membership Luncheon
- Law student events at Marquette or UW-Madison campuses
- New member admissions
- Award and recognition ceremonies
- *A Guide to Wisconsin Statutes of Limitation*
- Law-related education publications

Let the State Bar tailor a sponsorship package to meet your specific goals and objectives.

CONNECT THROUGH SPONSORSHIPS TODAY!

Contact Karen Richter for more information and a calendar of upcoming events.

Karen Richter

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : krichter@wisbar.org



CONNECT
BY MAIL

REACH WISCONSIN-LICENSED ATTORNEYS WITH A
STATE BAR OF WISCONSIN MAILING LIST.

REACH A SPECIFIC AUDIENCE

Whether you want to target solo practitioners or firms with five or more attorneys – reach attorneys in Wisconsin’s far north or in downtown Milwaukee – let the State Bar of Wisconsin supply you with the demographic segments you need.

THE MOST ACCURATE LISTS

Every attorney licensed to practice in Wisconsin is required by the Wisconsin Supreme Court to report any address changes to the State Bar. This means you’ll receive the most up-to-date mailing list available, with the ability to target by:

- Member type
- Areas of practice
- Section/Division membership
- Practice setting
- Firm size
- Geography
- Admission date
- Age
- Gender
- Individual attorneys or law firms

ONE SIZE DOES NOT FIT ALL!

Let the State Bar design a tailored advertising and promotional plan based on your goals, and your budget. Discounts may apply for custom packages.

RATES

Base Price: \$.20 per name

Minimum Charge: \$150 + delivery

Media: Comma delimited email file or peel-and-stick labels

List Update Frequency: Daily

Delivery: 5-10 business days

No other list of Wisconsin attorneys is as reliable, or as clean, as the State Bar of Wisconsin’s membership roster of more than 23,700 members.

CONNECT BY MAIL TODAY!

Download the order form at www.wisbar.org/mailinglists or Contact Karen Richter for more information.

Karen Richter

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : krichter@wisbar.org

Note: Email addresses and phone numbers are not available for sale.



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CONNECT BY MAIL

MEMBERSHIP AT A GLANCE

SECTION & DIVISION MEMBERSHIP

Administrative & Local Government	419
Agribusiness	107
Alternative Dispute Resolution	293
Appellate Practice	367
Bankruptcy, Insolvency & Creditors' Rights	620
Business Law	1,749
Children & the Law	308
Construction & Public Contract Law	341
Criminal Law	658
Elder Law	999
Energy & Telecommunications Law	162
Environmental Law	382
Family Law	1,255
General Practice	1,128
Health Law	416
Indian Law	174
Individual Rights & Responsibilities	187
Intellectual Property	590
International Practice	162
Labor & Employment Law	808
Law Practice	1,097
Litigation	2,039
Public Interest Law	164
Real Property, Probate & Trust Law	1,728
Sports & Entertainment Law	129
Taxation	742

DIVISION MEMBERSHIP

Government Lawyers	3,292
Nonresident Lawyers	6,749
Senior Lawyers	1,160
Young Lawyers	5,516

AGE AND GENDER

Age	Women	Men	Combined
20-29	770	808	1,578
30-39	2168	2845	5,013
40-49	1937	3442	5,379
50-59	1608	4396	6,004
60+	476	4198	4,674

For more information, contact Karen Richter

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AREAS OF PRACTICE

Administrative/Government	2,301
Admiralty/Maritime	17
Alternative Dispute Resolution	535
Agriculture	104
Antitrust	230
Appellate Practice	856
Bankruptcy	850
Business Corporate	4,134
Business Litigation	1894
Career Development	14
Civil Litigation	2,656
Civil Procedure	102
Civil Rights	561
Consumer	310
Construction	494
Communications/Media	151
Constitutional	366
Contracts	981
Creditor/Debtor	734
Criminal	3,123
Elder	776
Energy / Public Utilities	295
Environmental	665
Estate Planning	2,918
Ethics / Lawyer Regulation	192
Evidence	323
Family	2,406
Financial Institutions	505
General Practice	2,046
Health	782
Immigration	271
Indian	217
Insurance	1,786
Intellectual Property	1,192
International Practice	430
Juvenile/Children	1,125
Labor / Employment	2,054
Marital Property	241
Military	218
Municipal	775
Real Property	3,409
Representing Hear / Vision Impaired	4
Representing Non-English	14
School	327
Securities	628
Social Security	298
Sports / Entertainment	230
Taxation	1,298
Torts / Personal Injury	2,779
Traffic	663
Transportation	70
Workers Comp	797