



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



STATE BAR OF WISCONSIN
Your Practice. Our Purpose.TM



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, \$900/issue; one-half page, \$700/issue; one-third page, \$525/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

Nearly 24,000

MECHANICAL SPECIFICATIONS

Three columns (12.5 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) 444-9404, ext. 6132 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









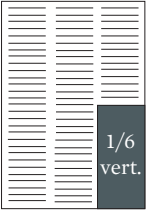
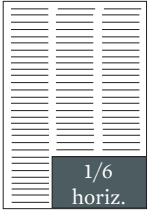

E : krichter@wisbar.org

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	\$1,330	\$1,270	\$1,200	\$1,125
2/3 page	1,140	1,080	1,030	960
1/2 page	930	895	845	800
1/3 page	685	660	625	590
1/4 page	510	490	465	440
1/6 page	395	380	360	340
1/12 page	210	200	195	185
2-page spread	2,260	2,175	2,040	1,915
Add color to any inside position for \$400				
Preferred placement add 20%				
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
For B/W cover positions, deduct \$400 from earned rate				

Multiple insertion rates are based on the number of ad units used within 12 months, whether the same or varying sizes. Rates effective January 1, 2012.

DIMENSIONS (W X H)

					
Full Page 7-1/2" x 9-1/2"*	2/3 Page V 4-1/2" x 9-1/2"	1/2 Page V 4-1/2" x 7"	1/2 Page H 6-7/8" x 5"	1/3 Page V 2-1/8" x 9-1/2"	1/3 Page H 4-1/2" x 5"
					
1/4 Page V 3-1/4" x 4-7/8"	1/4 Page H 4-1/2" x 3-1/2"	1/6 Page V 2-1/8" x 4-7/8"	1/6 Page H 4-1/2" x 2-3/8"	1/12 Page V 2-1/8" x 2-1/4"	

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

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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 DOES IT COST?

Rates begin as low as **\$55** 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