There’s no better way to reach nearly every Wisconsin lawyer than through the Wisconsin Lawyer™ – the State Bar of Wisconsin’s flagship publication.

WISCONSIN LAWYER MAGAZINE RATE CARD

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 leading member benefit, the award-winning Wisconsin Lawyer guarantees you nearly 100% access to all lawyers licensed to practice in Wisconsin as well as paid subscribers. No other publication – local, regional, or national – gives you greater access to this professional market.

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

PUT THE POWER OF PRINT TO WORK FOR YOU

Wisconsin Lawyer advertising is a dynamic, effective way to reach a highly engaged audience. It offers longstanding loyal readers, high retention rates, superior message recall, and strong branding reinforcement.

In the most recent Member Needs Assessment, it was ranked #1 in relevance among State Bar products and services.

Choose from several display ad sizes, all positioned alongside compelling editorial content.
## Connect in Print

**ISSUE AND CLOSING DATES**

The *Wisconsin Lawyer* is published 11 times per year. The July/August issue is combined. Space reservations are due the 10th of the month preceding the issue (e.g. January 10 for the February 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 display ad rates are available to members to announce special events such as moving or opening a new office, promotions or new hires, a firm milestone or award, or to honor the legacy of a deceased firm member. Advertisements for seminars, products, referrals, or services offered by State Bar members do not qualify for the discount. Special rate is available for up to three issues per occurrence. Full page, $1,195/issue; one-half page, $995/issue; one-third page, $700/issue. Rates include four-color. Layout and design service available at no extra charge. No agency commission.

**CLASSIFIED ADVERTISING**

Prepaid; $40 minimum charge; $2.25 per word for State Bar members; $2.75 per word for nonmembers; $50 additional for blind box assignments. Closing date for classifieds is the 10th of the month preceding issue. Discounts: 5% for three insertions; 10% for six insertions; 15% for 12 insertions. No agency discounts. Classified ads automatically appear online at www.wisbar.org/classifieds for as long as they are scheduled in the magazine.

**INSERTS**

Preprinted inserts accepted. Call for rates and specifications.

## Circulation

24,900+

## Mechanical Specifications

Three columns (2.1683 inches per column). Offset. 133-line halftone screen. Saddle stitch binding.

## Electronic Submission of Ads

PDF (Portable Document Format) is the preferred format for final submission of ads. Most current graphics and page layout applications allow you to save or export your document as a PDF. Please export your ad as a PDF with graphics and fonts embedded. Indicate bleed and trim. Please call (800) 444-9404, ext. 6132 with any questions.

## Retention of Materials

Ad materials will be retained for 12 months.

## Shipping Information

**Street Address:** State Bar of Wisconsin, 5302 Eastpark Blvd., Madison, WI 53718-2101

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

**Email:** krichter@wisbar.org

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**Connect in print today!**

Call for more information on special issues or upcoming editorial content.

**Karen Richter**

**Ph:** (800) 444-9404 ext. 6132 or (608) 250-6132  
**E:** krichter@wisbar.org
A multi-channel marketing approach will keep your company top of mind. For added exposure, combine your print advertising with other State Bar of Wisconsin promotional opportunities. Discounts are available for custom packages.

**FOUR-COLOR DISPLAY ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1,845</td>
<td>1,750</td>
<td>1,705</td>
<td>1,620</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,595</td>
<td>1,530</td>
<td>1,475</td>
<td>1,400</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,420</td>
<td>1,380</td>
<td>1,325</td>
<td>1,280</td>
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<tr>
<td>1/3 page</td>
<td>945</td>
<td>920</td>
<td>880</td>
<td>840</td>
</tr>
<tr>
<td>1/4 page</td>
<td>730</td>
<td>710</td>
<td>680</td>
<td>660</td>
</tr>
<tr>
<td>1/6 page</td>
<td>575</td>
<td>560</td>
<td>540</td>
<td>520</td>
</tr>
<tr>
<td>2-page spread</td>
<td>2,765</td>
<td>2,610</td>
<td>2,560</td>
<td>2,430</td>
</tr>
</tbody>
</table>

Preferred placement on non-cover positions: Add 20%

| 2nd cover, 4-color | 2,370 | 2,285 | 2,205 | 2,100 |
| 3rd cover, 4-color | 2,315 | 2,220 | 2,150 | 2,050 |
| 4th cover, 4-color | 2,435 | 2,355 | 2,260 | 2,160 |

All rates four-color. Call for b/w options. 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, 2015.

**DIMENSIONS (W x H)**

- **Full Page** 7.2” x 9.875”
- **2/3 Page V** 4.57” x 9.4”
- **1/2 Page V** 4.57” x 6.75”
- **1/2 Page H** 7” x 4.75”
- **1/3 Page V** 2.17” x 9.4”
- **1/3 Page H** 4.57” x 4.75”
- **1/4 Page V** 3.375” x 4.75”
- **1/4 Page H** 4.57” x 3.5”
- **1/6 Page V** 2.17” x 4.75”
- **1/6 Page H** 4.57” x 2.275”

* Trim size= 8.125” x 10.75”, bleed outside at least 1/8”
** Placement limited to classified advertising section.
ATTORNEYS DRIVE BUSINESS TO OTHER PROFESSIONALS

Top areas for referrals include:

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

WHY ADVERTISE IN THE WISCONSIN LAWYER?

- **#1** 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.
- **24,900+** Wisconsin Lawyer circulation grows continuously as new attorneys are admitted to practice in Wisconsin.

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

WHO READS WISCONSIN LAWYER?

<table>
<thead>
<tr>
<th>TOP PRACTICE AREAS OF WISCONSIN ATTORNEYS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Corporate</td>
<td>Personal Injury</td>
</tr>
<tr>
<td>Real Property</td>
<td>Family</td>
</tr>
<tr>
<td>Criminal</td>
<td>Administrative/Government</td>
</tr>
<tr>
<td>Civil Litigation</td>
<td>Labor/Employment</td>
</tr>
<tr>
<td>Estate Planning</td>
<td>General Practice</td>
</tr>
</tbody>
</table>

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

WHAT DOES IT COST?

Rates begin as low as **$74** per thousand.

(Based on a one-time, full-page, four-color ad)