



## CONNECT BY MAIL

CONNECT DIRECTLY TO WISCONSIN ATTORNEYS  
WITH A STATE BAR OF WISCONSIN MAILING LIST.

### REACH A TARGET AUDIENCE WITH DIRECT MAIL

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

#### THE MOST ACCURATE LISTS

Wisconsin-licensed attorneys are required by the Wisconsin Supreme Court to report 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/year
- Age
- Gender
- Individual attorneys or law firms

#### MARKETING TIP

Adding direct mail to a marketing campaign has been shown to increase return on investment up to 20%.

#### 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 24,600+ members.

#### CONNECT BY MAIL TODAY!

Download an order form at [www.wisbar.org/maillinglists](http://www.wisbar.org/maillinglists) or call for more information.

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

