



# Member Data & List Rental Fees

## The Most Accurate Lists of Wisconsin Attorneys

The State Bar of Wisconsin is a mandatory professional association, created by the Wisconsin Supreme Court, for all attorneys who hold a Wisconsin law license. With more than 25,000 members, it is the largest legal association in the state. The Wisconsin Supreme Court requires Wisconsin-licensed attorneys to keep their contact information current with the State Bar. This means that no other compiled list of Wisconsin attorneys will be as accurate and reliable as the dynamic membership roster of the State Bar of Wisconsin.

## Member Profile

State Bar of Wisconsin members are highly educated opinion leaders and decision makers. They stay connected to the products and services necessary to stay current, and competitive, in their practices. They spend a tremendous amount of time reading, researching, and responding. They attend continuing education seminars to stay up-to-date on their areas of practice.

As affluent professionals, attorneys travel for business and pleasure, purchase upscale products, regularly dine out, attend sporting events and other leisure activities, invest in real estate and other financial securities, support the economic foundation of their communities, and are generous charitable donors.

## Customize Your Message to a Targeted Audience

State Bar of Wisconsin lists are highly customizable. You can purchase lists of individual attorneys based on member type, areas of practice, section/division membership, practice setting, firm size, geography, age, gender, admission year, or law school. You can also purchase lists of Wisconsin law firms by size and county.

## List Specifications

**Source:** 100% membership database.

**Update Frequency:** Refreshed daily with rigorous database and postal hygiene processing.

**Available Information:** Physical addresses only; email addresses and phone numbers are not available for purchase.

**Formats:** Self-adhesive labels or electronic file via email (csv.xls; comma delimited file).

**Delivery:** Five business days.

## Rental Fees

**Minimum Charge** – \$160 + delivery; Prepayment required

**Individual Attorneys** ..... **\$.22/name**

*Optional selections include Member Type, Practice Setting, County, Age, Gender, Admission Date, and Law School*

### Additional Individual Attorney Selections:

Areas of Practice/Focus ..... + \$.03/name

Section/Division Membership ..... + \$.03/name

Individuals by Law Firm Size ..... + \$.055/name

**Wisconsin Law Firms** ..... **\$.32/name**

*No individual names; Wisconsin firms only*

### Additional Law Firm Selections:

By Size ..... + \$.055/name

By County ..... + \$.055/name

## Additional Charges:

**Shipping & Handling** – Charges are 16.5% of the product total with a minimum of \$2.50 and a maximum of \$35.

**Sales Tax** – Where applicable.

**Self-adhesive Labels** – \$15/M plus shipping & handling; \$15 minimum.

**Electronic Files** – \$30; no shipping & handling.

**PLEASE NOTE:** Prices are subject to change without notice. Quoted prices are valid for 10 days from date of quote.

Direct mail can be used alone, or as part of a larger campaign. For information on the State Bar's other marketing channels, contact Crystal Brabender at (608) 250-6132 or [cbrabender@wisbar.org](mailto:cbrabender@wisbar.org).

**ALL LIST ORDERS MUST INCLUDE A  
SAMPLE OF YOUR MAIL PIECE ALONG  
WITH A SIGNED LIST USE AGREEMENT.**



# Mailing List Rental Order Form

Order Date \_\_\_\_\_

Phone Number \_\_\_\_\_

Tax Exempt # \_\_\_\_\_

## Prepayment required

☐ Check (List will be sent upon receipt of check)

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

☐ **QUOTE REQUEST** (For a price estimate of the all selections made)

**List Format** ☐ Avery Self-Adhesive Labels (\$15/M)

☐ Electronic File (csv.xls) (\$30) – Email to: \_\_\_\_\_

## Individual State Bar Members

**Base Price:** \$.22/name (Includes starred selections)

### \*Member Type

*If no selection is indicated, "All Members" will be used.*

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

### \*Practice Setting

- ☐ Private Practice ☐ Other Agencies  
☐ Publicly Employed ☐ Not Practicing  
☐ Corporate Counsel

### \*Demographic Selections

- ☐ Age Range: \_\_\_\_\_  
☐ Gender ☐ Male ☐ Female  
☐ Admission: Date Range: \_\_\_\_\_  
☐ Law School: \_\_\_\_\_

### \*Geographic Selections

*If no selection is indicated, "Nationwide" will be used.*

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

### Additional Selections

- ☐ Area of Practice (see next page)  
☐ Section/Division Membership (see next page)  
☐ Individuals by firm size (\$+.055/name)  
☐ Greater than \_\_\_\_\_  
☐ Less than \_\_\_\_\_  
☐ Equal to \_\_\_\_\_

## Wisconsin Law Firms (no individual names)

**Base price:** \$.32/firm name

- ☐ All Wisconsin Law Firms  
☐ Law Firms by County (+ \$.055) (see list at right)  
☐ Law Firms by Size (+ \$.055/name)

- ☐ Greater than \_\_\_\_\_  
☐ Less than \_\_\_\_\_  
☐ Equal to \_\_\_\_\_

## County Selection (Wisconsin only)

- |                                            |                                            |
|--------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Adams (15)        | <input type="checkbox"/> Marathon (306)    |
| <input type="checkbox"/> Ashland (34)      | <input type="checkbox"/> Marinette (37)    |
| <input type="checkbox"/> Barron (45)       | <input type="checkbox"/> Marquette (12)    |
| <input type="checkbox"/> Bayfield (26)     | <input type="checkbox"/> Menominee (12)    |
| <input type="checkbox"/> Brown (516)       | <input type="checkbox"/> Milwaukee (5,399) |
| <input type="checkbox"/> Buffalo (3)       | <input type="checkbox"/> Monroe (56)       |
| <input type="checkbox"/> Burnett (15)      | <input type="checkbox"/> Oconto (15)       |
| <input type="checkbox"/> Calumet (18)      | <input type="checkbox"/> Oneida (71)       |
| <input type="checkbox"/> Chippewa (54)     | <input type="checkbox"/> Outagamie (410)   |
| <input type="checkbox"/> Clark (22)        | <input type="checkbox"/> Ozaukee (348)     |
| <input type="checkbox"/> Columbia (67)     | <input type="checkbox"/> Pepin (5)         |
| <input type="checkbox"/> Crawford (14)     | <input type="checkbox"/> Pierce (57)       |
| <input type="checkbox"/> Dane (3,774)      | <input type="checkbox"/> Polk (45)         |
| <input type="checkbox"/> Dodge (90)        | <input type="checkbox"/> Portage (126)     |
| <input type="checkbox"/> Door (70)         | <input type="checkbox"/> Price (17)        |
| <input type="checkbox"/> Douglas (60)      | <input type="checkbox"/> Racine (341)      |
| <input type="checkbox"/> Dunn (36)         | <input type="checkbox"/> Richland (17)     |
| <input type="checkbox"/> Eau Claire (277)  | <input type="checkbox"/> Rock (240)        |
| <input type="checkbox"/> Florence (4)      | <input type="checkbox"/> Rusk (9)          |
| <input type="checkbox"/> Fond du Lac (101) | <input type="checkbox"/> Saint Croix (167) |
| <input type="checkbox"/> Forest (9)        | <input type="checkbox"/> Sauk (128)        |
| <input type="checkbox"/> Grant (57)        | <input type="checkbox"/> Sawyer (24)       |
| <input type="checkbox"/> Green (57)        | <input type="checkbox"/> Shawano (41)      |
| <input type="checkbox"/> Green Lake (28)   | <input type="checkbox"/> Sheboygan (190)   |
| <input type="checkbox"/> Iowa (26)         | <input type="checkbox"/> Taylor (20)       |
| <input type="checkbox"/> Iron (13)         | <input type="checkbox"/> Trempealeau (31)  |
| <input type="checkbox"/> Jackson (36)      | <input type="checkbox"/> Vernon (40)       |
| <input type="checkbox"/> Jefferson (109)   | <input type="checkbox"/> Vilas (44)        |
| <input type="checkbox"/> Juneau (21)       | <input type="checkbox"/> Walworth (157)    |
| <input type="checkbox"/> Kenosha (225)     | <input type="checkbox"/> Washburn (18)     |
| <input type="checkbox"/> Kewaunee (25)     | <input type="checkbox"/> Washington (198)  |
| <input type="checkbox"/> La Crosse (261)   | <input type="checkbox"/> Waukesha (1,526)  |
| <input type="checkbox"/> Lafayette (10)    | <input type="checkbox"/> Waupaca (50)      |
| <input type="checkbox"/> Langlade (16)     | <input type="checkbox"/> Waushara (20)     |
| <input type="checkbox"/> Lincoln (44)      | <input type="checkbox"/> Winnebago (349)   |
| <input type="checkbox"/> Manitowoc (122)   | <input type="checkbox"/> Wood (85)         |

Continued →

## Areas of Practice – Members' self-reported areas of concentration (+ \$.03/name)

- |                                                                         |                                                                         |                                                                            |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Admiralty/Maritime (86)                        | <input type="checkbox"/> Environmental (559)                            | <input type="checkbox"/> Municipal/Gov. Issues (1,994)                     |
| <input type="checkbox"/> Advising Small Bus: Business/Corporate (1,228) | <input type="checkbox"/> Estate Planning (2,627)                        | <input type="checkbox"/> Not-for-profit Entities: Business Corporate (447) |
| <input type="checkbox"/> Agricultural (123)                             | <input type="checkbox"/> Family (2,449)                                 | <input type="checkbox"/> Probate (1,483)                                   |
| <input type="checkbox"/> Antitrust (198)                                | <input type="checkbox"/> Financial Institutions (688)                   | <input type="checkbox"/> Professional Licensing (229)                      |
| <input type="checkbox"/> Bankruptcy (853)                               | <input type="checkbox"/> Franchise/Dealership: Bus. Corp. (137)         | <input type="checkbox"/> Real Estate: Commercial (1,547)                   |
| <input type="checkbox"/> Bus. Entities: Business/Corporate (2,785)      | <input type="checkbox"/> General Practice (2,393)                       | <input type="checkbox"/> Real Estate: Residential (2,014)                  |
| <input type="checkbox"/> CHIPS/JIPS/TPR (910)                           | <input type="checkbox"/> Health (924)                                   | <input type="checkbox"/> School (317)                                      |
| <input type="checkbox"/> Civil Rights (616)                             | <input type="checkbox"/> Immigration (431)                              | <input type="checkbox"/> Securities (592)                                  |
| <input type="checkbox"/> Construction/Pub Construction (689)            | <input type="checkbox"/> Indian (211)                                   | <input type="checkbox"/> Sports/Entertainment (219)                        |
| <input type="checkbox"/> Communications/Media (101)                     | <input type="checkbox"/> Insurance (1,705)                              | <input type="checkbox"/> Social Security/Gov. Benefits (449)               |
| <input type="checkbox"/> Consumer (436)                                 | <input type="checkbox"/> Intellectual Property (1,386)                  | <input type="checkbox"/> Tax (1,770)                                       |
| <input type="checkbox"/> Contracts: Bus. Corp. (2,836)                  | <input type="checkbox"/> International Practice (453)                   | <input type="checkbox"/> Torts/Personal Injury: Civ. Lit. (3,250)          |
| <input type="checkbox"/> Creditor/Debtor (986)                          | <input type="checkbox"/> Labor/Employment (2,317)                       | <input type="checkbox"/> Traffic (611)                                     |
| <input type="checkbox"/> Criminal (3,331)                               | <input type="checkbox"/> Mergers/Acquisitions: Business Corporate (738) | <input type="checkbox"/> Transportation (165)                              |
| <input type="checkbox"/> Elder (755)                                    | <input type="checkbox"/> Military (229)                                 | <input type="checkbox"/> Worker's Compensation (747)                       |
| <input type="checkbox"/> Energy/Pub Utilities/Telecom (326)             |                                                                         |                                                                            |

## Section Membership – Members who pay dues to join a specialty group (+ \$.03/name)

- |                                                                   |                                                                       |                                                                     |
|-------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Administrative & Local Government (410)  | <input type="checkbox"/> Elder Law & Special Needs (789)              | <input type="checkbox"/> Litigation (1,625)                         |
| <input type="checkbox"/> Appellate Practice (329)                 | <input type="checkbox"/> Environmental Law (281)                      | <input type="checkbox"/> Public Interest Law (329)                  |
| <input type="checkbox"/> Bankruptcy (577)                         | <input type="checkbox"/> Family Law (1,102)                           | <input type="checkbox"/> Public Utilities (157)                     |
| <input type="checkbox"/> Business Law (1,445)                     | <input type="checkbox"/> Health Law (421)                             | <input type="checkbox"/> Real Property, Probate & Trust Law (1,714) |
| <input type="checkbox"/> Children & the Law (314)                 | <input type="checkbox"/> Indian Law (161)                             | <input type="checkbox"/> Solo Small Firm & General Practice (862)   |
| <input type="checkbox"/> Civil Right & Liberties (183)            | <input type="checkbox"/> Intellectual Property & Technology Law (602) | <input type="checkbox"/> Sports & Entertainment Law (178)           |
| <input type="checkbox"/> Construction & Public Contract Law (305) | <input type="checkbox"/> International Practice (138)                 | <input type="checkbox"/> Taxation Law (481)                         |
| <input type="checkbox"/> Criminal Law (533)                       | <input type="checkbox"/> Labor & Employment Law (885)                 |                                                                     |
| <input type="checkbox"/> Dispute Resolution (234)                 |                                                                       |                                                                     |

## Division Membership – (+ \$.03/name)

- ☐ Nonresident Lawyers (6,828)
- ☐ Government Lawyers (3,758)
- ☐ Senior Lawyers (1,675)
- ☐ Young Lawyers (4,530)

Age & Gender Statistics			
Age	Male	Female	Total
17 to 29	658	627	1,287
30 to 39	3,069	2,403	5,478
40 to 49	3,132	2,366	5,501
50 to 59	3,284	1,933	5,219
60 to 69	3,439	1,287	4,729
70+	2,762	415	3,178
<b>Totals</b>	<b>16,344</b>	<b>9,031</b>	<b>25,392</b>

\* County, areas of practice, section/division, and age/gender statistics current as of 12/1/19.



State Bar of Wisconsin names and addresses may be purchased for the purpose of a single, specified mailing. Purchasers may not duplicate the names and addresses or use them to update their own files. **Email addresses and phone numbers are not available for purchase.**

**No Duplicates:** The criteria you have selected for your order will be combined into one list with duplicates eliminated.

**Sample Mailing:** In advance of the sale of State Bar of Wisconsin names and addresses, the customer will furnish a copy or sample of the literature, advertising material, or other matter to be mailed. A draft copy is acceptable as long as the information is complete and accurate.

**Process Time:** Orders are generally produced and sent to the customer within five 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 on the order form. If this is your first order, please include a copy of the tax exempt certificate.

**Political Campaigns:** 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 Wis. Stat. Section 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.

### **All Orders Must Include**

1. Completed Order Form with payment information and format selection.
2. Sample mailing piece.
3. Signed List Use Agreement.

### **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](mailto:customerservice@wisbar.org)

**Questions:** (800) 728-7788

## **Thank you for your order!**



# List Rental Use Agreement

The Mailing labels or lists of members' names and addresses are the only information available for sale. Members' 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. Stat. Section 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: \_\_\_\_\_