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 ..................... $0.22/name
Optional selections include Member Type, Practice Setting, County, Age, Gender, Admission Date, and Law School
Additional Individual Attorney Selections:
Areas of Practice/Focus ..................... + $0.03/name
Section/Division Membership ............. + $0.03/name
Individuals by Law Firm Size ............. + $0.055/name
Wisconsin Law Firms .................... $0.32/name
No individual names; Wisconsin firms only
Additional Law Firm Selections:
By Size ........................................... + $0.055/name
By County ...................................... + $0.055/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 Karen Richter at (608) 250-6132 or krichter@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

Company Name __________________________________________
Contact _________________________________________________
Street Address __________________________________________

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: ___________________________________

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 (+ $0.055/name)
☐ Greater than ___________________________
☐ Less than ___________________________
☐ Equal to ___________________________

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

Wisconsin Law Firms (no individual names)
Base price: $.32/firm name
☐ All Wisconsin Law Firms
☐ Law Firms by County (+ $0.055) (see list at right)
☐ Law Firms by Size (+ $0.055/name)
☐ Greater than ___________________________
☐ Less than ___________________________
☐ Equal to ___________________________

Continued→
**Areas of Practice** – Members’ self-reported areas of concentration (+ $.03/name)

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

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

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

**Division Membership** – (+ $.03/name)

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

**Age & Gender Statistics**

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

* 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.

<table>
<thead>
<tr>
<th>All Orders Must Include</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Completed Order Form with payment information and format selection.</td>
</tr>
<tr>
<td>2. Sample mailing piece.</td>
</tr>
<tr>
<td>3. Signed List Use Agreement.</td>
</tr>
</tbody>
</table>

**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
- **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: ______________

P. O. Box 7158, Madison, WI 53707-7158