



## YOUR EXCLUSIVE CONNECTION

CONNECT TO ONE OF THE STATE'S LARGEST, MOST EXCLUSIVE PROFESSIONAL MARKETS – THE MORE THAN 24,600 ATTORNEY MEMBERS OF THE STATE BAR OF WISCONSIN.

### CONNECTING YOU WITH WISCONSIN LAWYERS

With more than 24,600 members, and growing steadily, the State Bar of Wisconsin offers direct access to a highly targeted professional audience through an award-winning magazine, a nationally recognized website and e-newsletter, exhibit and sponsorship opportunities, and the most up-to-date mailing list of Wisconsin attorneys available.

The State Bar's commitment to quality means your message is delivered in a relevant and respected environment that lends credibility to your company, builds name recognition, and increases market share.

Whether you want to reach all Wisconsin attorneys, or a more targeted audience, you can choose from a proven mix of advertising opportunities that will effectively deliver your message and help you reach your marketing goals.



### IN PRINT

Advertise in the monthly *Wisconsin Lawyer*™ magazine to keep your message in front of Wisconsin attorneys all year.



### ELECTRONICALLY

Reach attorneys and other legal professionals electronically when they visit [wisbar.org](http://wisbar.org) or when the *InsideTrack* e-newsletter or *CaseLaw Express* is delivered to their inbox.



### IN PERSON

Meet current and prospective customers face-to-face at State Bar Legal Expos and other events.



### SPONSORSHIPS

Receive valuable exposure as a special event, seminar, or publication sponsor while showing your support of the legal community.



### BY MAIL

Purchase State Bar mailing lists to reach the entire roster of Wisconsin attorneys, or select targeted segments of the database.



STATE BAR OF WISCONSIN



# YOUR EXCLUSIVE CONNECTION

## ABOUT OUR MEMBERS

State Bar members are opinion leaders and decision makers. They are affluent, influential, and highly educated professionals who are prime prospects for any legal or non-legal product or service that will help them represent their clients, build their practices, manage their offices, and enhance their personal lives. Attorneys make purchasing decisions for themselves, their firms, families, and clients.

In addition to lawyers and judges, when you market your product or service through the State Bar you will also reach judges, law office managers, paralegals, legal secretaries, law students, law clerks, and other law-related professionals – many of whom are buyers, or purchasing initiators, in law offices and corporate legal departments.

### GENDER

Male	Female	Total
16,413	8,259	24,672

### WISCONSIN FIRMS BY SIZE

Firm Size	Members	Firms
Solo	2,791	2,791
2-3	1,599	687
4-5	758	174
6-7	552	86
8-10	561	63
11-15	592	45
16-20	263	15
21-30	276	11
31-50	331	9
50+	1,306	12

### SECTION / DIVISION MEMBERSHIP

Administrative	409
Alternative Dispute Resolution	315
Agricultural/Agribusiness	122
Appellate Practice	393
Bankruptcy, Insolvency & Creditors' Rights	772
Business	1,700
Children & the Law	331
Civil Rights & Liberties	182
Construction & Public Contract	350
Criminal	678
Elder	1,029
Energy & Telecommunications	176
Environmental	369
Family	1,293
General Practice	946
Government Lawyers Division	3,376
Health	407
Indian	151
Individual Rights & Responsibilities	170
Intellectual Property	151
International Practice	564
Labor & Employment	826
Law Office Management	1,307
Litigation	1,950
Nonresident Lawyers Division	6,938
Public Interest	238
Real Property, Probate & Trust	1,673
Senior Lawyers Division	1,302
Sports and Entertainment	168
Taxation	674
Young Lawyers Division	5,273

## MEMBERS BY COUNTY

Adams	13	Marathon	311
Ashland	30	Marinette	36
Barron	46	Marquette	10
Bayfield	26	Menominee	7
Brown	510	Milwaukee	5,521
Buffalo	6	Monroe	56
Burnett	13	Oconto	17
Calumet	24	Oneida	77
Chippewa	58	Outagamie	423
Clark	23	Ozaukee	283
Columbia	76	Pepin	6
Crawford	14	Pierce	53
Dane	3,642	Polk	44
Dodge	94	Portage	119
Door	59	Price	20
Douglas	59	Racine	372
Dunn	44	Richland	18
Eau Claire	255	Rock	277
Florence	5	Rusk	10
Fond du Lac	104	Saint Croix	157
Forest	13	Sauk	114
Grant	59	Sawyer	30
Green	52	Shawano	41
Green Lake	28	Sheboygan	170
Iowa	35	Taylor	20
Iron	9	Trempealeau	31
Jackson	37	Vernon	33
Jefferson	101	Vilas	48
Juneau	23	Walworth	157
Kenosha	219	Washburn	18
Kewaunee	19	Washington	178
La Crosse	268	Waukesha	1,483
Lafayette	13	Waupaca	50
Langlade	19	Waushara	17
Lincoln	42	Winnebago	325
Manitowoc	120	Wood	93

## PRACTICE AREAS/FOCUS

Administrative/ Government	2,330	Evidence	325
Administrative Hearings	1024	Family	2,432
Admiralty/Maritime	19	Financial Institutions	528
Agricultural	109	General Practice	2,022
Advise/Transactional	5,731	Health	804
Alternative Dispute Res	524	Immigration	282
Antitrust	232	Indian	212
Appellate Litigation	1,250	Insurance	1,775
Appellate Practice	875	Intellectual Property	1,200
Bankruptcy	884	International Practice	440
Business Litigation	1,924	Juvenile/Children	1,167
Business/Corporate	4,173	Labor/Employment	2,068
Career Development	10	Law Practice Mgmt	27
Civil Litigation	2,854	Marital Property	244
Civil Procedure	112	Military	226
Civil Rights	544	Municipal	791
Communications/ Media	141	Real Property	3,308
Constitutional	371	Rep. Hearing/Vision Imp	4
Construction/Public Contracts	511	Rep. Non-English Speaking	14
Consumer	314	School	350
Contracts	1,090	Securities	621
Creditor/Debtor	759	Social Security	309
Criminal	3,208	Sports/Entertainment	236
Dispute Resolution	873	Tax	1,278
Elder	763	Torts/Personal Injury	2,723
Energy/Public Utilities	316	Traffic	674
Environmental	683	Transportation	79
Estate Planning/ Probate	2,831	Trial-court Litigation	6,856
Ethics/Lawyer Regulation	193	Worker's Compensation	791

**If you have a message for Wisconsin legal professionals,  
let the State Bar of Wisconsin help you deliver it.**

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**PURCHASES LAWYERS OR THEIR STAFFS ARE LIKELY TO  
MAKE INCLUDE:**

- Technology-related products and services
- Continuing legal education programs
- Legal research materials
- Office equipment and supplies
- Telephone systems and calling plans
- Litigation support services
- Professional liability insurance
- Personal insurance products
- Employee benefits plans
- Business travel services

**OUTSIDE THEIR OFFICES, ATTORNEYS ARE CONSUMERS OF  
MANY UPSCALE PERSONAL ITEMS SUCH AS:**

- Automobiles and watercraft
- Luxury or vacation homes
- Travel and leisure opportunities
- High-end business attire and casual clothing
- Artwork and jewelry
- Financial planning services
- Sporting and cultural events
- Fine dining
- Home furnishings, accessories and more!

**ATTORNEYS REFER CLIENTS TO OTHER PROFESSIONALS:**

- Bankers
- Mortgage lenders
- Accountants
- Insurance providers
- Financial planners
- Real estate professionals

**ONE SIZE DOES NOT FIT ALL!**

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Strengthen your brand with a multi-channel approach to reaching Wisconsin's legal market. Let the State Bar design a tailored advertising and promotional plan based on your goals and your budget. Discounts may apply for custom packages.

**Contact Karen Richter**

PH : (800) 444-9404 ext. 6132 OR (608) 250-6132

E : [krichter@wisbar.org](mailto:krichter@wisbar.org)





## CONNECT IN PRINT

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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

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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:

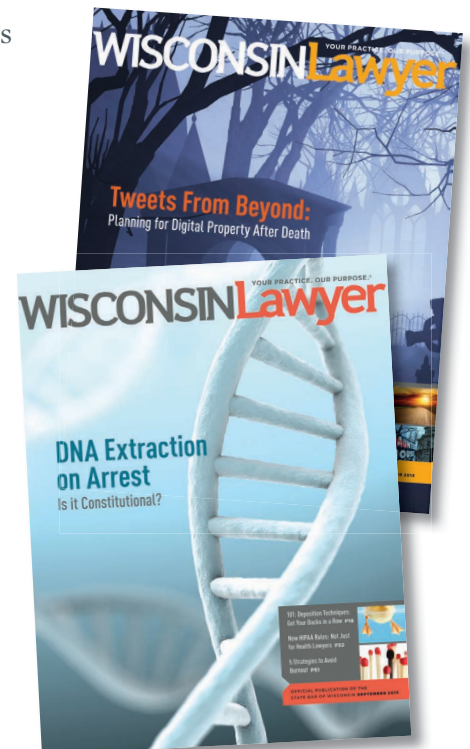
- Stay abreast of new or pending legislation and court decisions
- Get valuable tips on managing their practice, utilizing the latest technology, and reducing risk and stress
- Read ideas, concerns, and opinions that affect the practice of law in Wisconsin
- Keep current on colleagues
- Learn about new 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.



STATE BAR OF WISCONSIN



# CONNECT IN PRINT

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## ISSUE AND CLOSING DATES

The *Wisconsin Lawyer* is published 11 times per year. The July/August issue is combined. Space reservations are due the 10<sup>th</sup> of the month preceding the issue (e.g. January 10 for the February issue). Materials are due the 17<sup>th</sup> 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 10<sup>th</sup> 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](http://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](mailto:krichter@wisbar.org)

## CONNECT IN PRINT TODAY!

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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](mailto:krichter@wisbar.org)

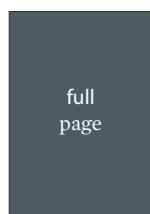
A multi-channel marketing approach will keep your company top of mind. For added exposure, combine your print advertising with other State Bar of Wisconsin promotional opportunities. Discounts are available for custom packages.

## FOUR-COLOR DISPLAY ADVERTISING RATES

Ad Size	1x	3x	6x	11x
Full page	\$1,880	\$1,785	\$1,740	\$1,650
2/3 page	1,625	1,560	1,500	1,425
1/2 page	1,445	1,405	1,350	1,305
1/3 page	960	935	895	855
1/4 page	745	725	695	675
1/6 page	585	570	550	530
2-page spread	2,820	2,660	2,610	2,475
Preferred placement on non-cover positions: Add 20%				
2nd cover, 4-color	2,415	2,330	2,250	2,140
3rd cover, 4-color	2,360	2,265	2,195	2,090
4th cover, 4-color	2,485	2,400	2,300	2,200

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, 2016.

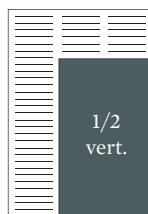
## DIMENSIONS (W x H)



Full Page\*  
7.2" x 9.875"



2/3 Page V  
4.57" x 9.4"



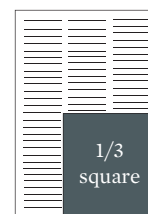
1/2 Page V  
4.57" x 6.75"



1/2 Page H  
7"x 4.75"



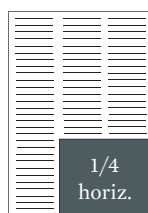
1/3 Page V  
2.17" x 9.4"



1/3 Page H  
4.57" x 4.75"



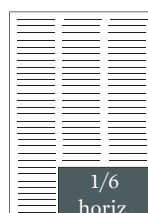
1/4 Page V\*\*  
3.375" x 4.75"



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.





# CONNECT IN PRINT

## 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.

### 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

## 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 **\$74** per thousand.  
(Based on a one-time, full-page, four-color ad)

## WHO READS 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



# CONNECT ELECTRONICALLY

MEMBERS OF WISCONSIN'S LEGAL COMMUNITY ARE  
JUST ONE CLICK AWAY FROM YOUR WEBSITE WHEN YOU  
ADVERTISE ELECTRONICALLY.

Capture attention and drive traffic to your site with a prominently displayed ad on WisBar.org, *InsideTrack* e-newsletter, or CaseLaw Express. Averaging nearly one million page views monthly, legal professionals consider WisBar.org a prime practice tool and log on regularly to access free legal research, read law-related news, locate colleagues, purchase products, register for events, view seminars, and much more.

## ELECTRONIC AD SIZES & RATES

<b>WWW.WISBAR.ORG - 200 X 200 BUTTON</b> <i>Placement on WisBar's most popular pages, including Lawyer Search</i>	\$375/month \$3,900/year	<ul style="list-style-type: none"> <li>Average monthly impressions: 150,000 per ad</li> <li>Space limited to eight rotating ads</li> </ul>
<b>WWW.WISBAR.ORG - 728 X 90 BANNER</b> <i>Above the fold placement on WisBar's front page</i>	\$700/month \$7,500/year	<ul style="list-style-type: none"> <li>Space limited to six rotating ads</li> <li>Average monthly home page views: 126,000+</li> </ul>
<b>INSIDETRACK E-NEWSLETTER - 200 X 200 BUTTON</b> <i>Emailed twice monthly to 21,000+ members</i>	\$300/month \$3,000/year	<ul style="list-style-type: none"> <li>Also accessible to members from WisBar.org</li> <li>Ads positioned alongside editorial content</li> <li>Ads appear on all story pages and in archives</li> </ul>
<b>CASELAW EXPRESS - 200 X 200 BUTTON</b> <i>Emailed every Monday to more than 4,000 subscribers</i>	\$200/month \$2,400/year	<ul style="list-style-type: none"> <li>E-alert service keeps attorneys abreast of recent Wisconsin Supreme Court and Court of Appeals decisions</li> </ul>
<b>WISBAR.ORG CLASSIFIED LISTING</b> <i>Catagories include Professional Services &amp; Experts, Court Reporters, and Abstract &amp; Title Companies</i>	\$600/annually	<ul style="list-style-type: none"> <li>Easy access from most pages on WisBar</li> <li>Listings include company name, phone number(s), linked email and web addresses, up to 30 words of text, and optional logo</li> <li>Ask about print/web package discounts</li> </ul>

## AD SPECS/SUBMISSION

- 72 dpi, GIF or JPEG format.
- Animation limited to two loops.
- No FLASH ads.
- Email to [krichter@wisbar.org](mailto:krichter@wisbar.org) one week prior to go-live date. Provide URL for link.

## CONDITIONS OF ADVERTISING

- Space is limited and available on a first-come, first-serve basis.
- All new electronic ads must be prepaid.
- No cancellations after ad acceptance.
- Advertisers and advertising agencies assume liability for all content (including text, representations, and illustrations) of advertisements and assume responsibility of any claims arising thereof made against the State Bar. The State Bar reserves the right to reject any advertising not in keeping with its standards.
- Acceptance of ads does not constitute an endorsement of a company's product or service.





CONNECT  
**PERSONALLY**

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CONNECT THROUGH  
**SPONSORSHIPS**



BUILD BRAND  
RECOGNITION  
AND REINFORCE  
YOUR OTHER  
MARKETING  
ACTIVITIES BY  
SPONSORING  
EDUCATIONAL  
PROGRAMS,  
SPECIAL  
EVENTS &  
PUBLICATIONS.

CONNECT AT  
**LEGAL EXPOS**

REACH POTENTIAL NEW CUSTOMERS AND  
STRENGTHEN EXISTING RELATIONSHIPS AT  
STATE BAR OF WISCONSIN LEGAL EXPOS AND  
EDUCATIONAL PROGRAMS.



The State Bar of Wisconsin offers dozens of  
opportunities to meet attorneys face-to-face.



STATE BAR OF WISCONSIN

## STATE BAR LEGAL EXPOS

You'll connect with hundreds of attorneys in one place when you exhibit at a State Bar conference.

These are typically two-day events that include educational sessions, keynote luncheons, social gatherings, and other valuable networking opportunities.

### AS AN EXHIBITOR YOU WILL:

- Establish and maintain personal relationships
- Reduce travel time and expenses associated with sales calls
- Increase your visibility
- Capture and qualify leads
- Demonstrate new products
- Build trust and brand loyalty
- Convert prospects to purchasers
- Accelerate sales

### CHOOSE FROM THE FOLLOWING EVENTS:

- Annual Meeting & Conference (June)
- Solo & Small Firm Conference (October)



## SPECIAL EVENT SPONSORSHIPS

If you are unable to exhibit at a State Bar Legal Expo, a special event sponsorship will keep your connection to the legal market strong.

As a sponsor you will receive recognition in all pre-event print and electronic communications, and in onsite signage.



### SPONSORSHIP OPPORTUNITIES INCLUDE:

- Continental breakfasts
- Luncheons
- Refreshment breaks
- Receptions
- Hospitality suites
- Wellness programs
- Educational track programs
- General conference support

## CONNECT TODAY!

Download a prospectus with exhibiting and sponsorship details at [www.wisbar.org/expos](http://www.wisbar.org/expos), or contact Karen Richter: (800) 444-9404, ext. 6132 or [krichter@wisbar.org](mailto:krichter@wisbar.org).



## EDUCATIONAL PROGRAM SPONSORSHIPS

PINNACLE, the State Bar of Wisconsin's continuing legal education division, is the largest provider of CLE programs in the state. PINNACLE seminars are topic-specific programs held live in Milwaukee and/or Madison or through webcasts. Sponsoring a live or webcast PINNACLE event lets you cost-effectively reach a highly targeted audience who are attending programs either in person or via the Internet.

Sponsors of live programs are welcome to be onsite, however, it is not required. If you are unable to attend, the State Bar will gladly display your literature, in addition to the other signage and recognition sponsors receive.

### SEMINAR SPONSORSHIPS INCLUDE:

- Logo in direct mail brochure and email marketing (average number of impressions: 7,500 to 10,000). This requires early commitment.
- Logo on the seminar web page
- Podium recognition
- Logo on event signage and overhead slides
- One 8.5 x 11" insert (PDF supplied by sponsor) included in course materials
- Optional table provided at live events
- Post-event attendee roster
- Continued exposure for up to two years in video replays, webcast replays, and in CLE OnDemand™ library

### SPONSORSHIP OPPORTUNITIES BY TOPIC

- Torts/Litigation
- Employment Law/Benefits
- Business Law
- Guardian ad Litem
- Medical Issues
- Aging/Elder Law
- Worker's Compensation
- Real Estate
- Ethics
- Bankruptcy
- Estate Planning
- Tax Law
- Plus more!

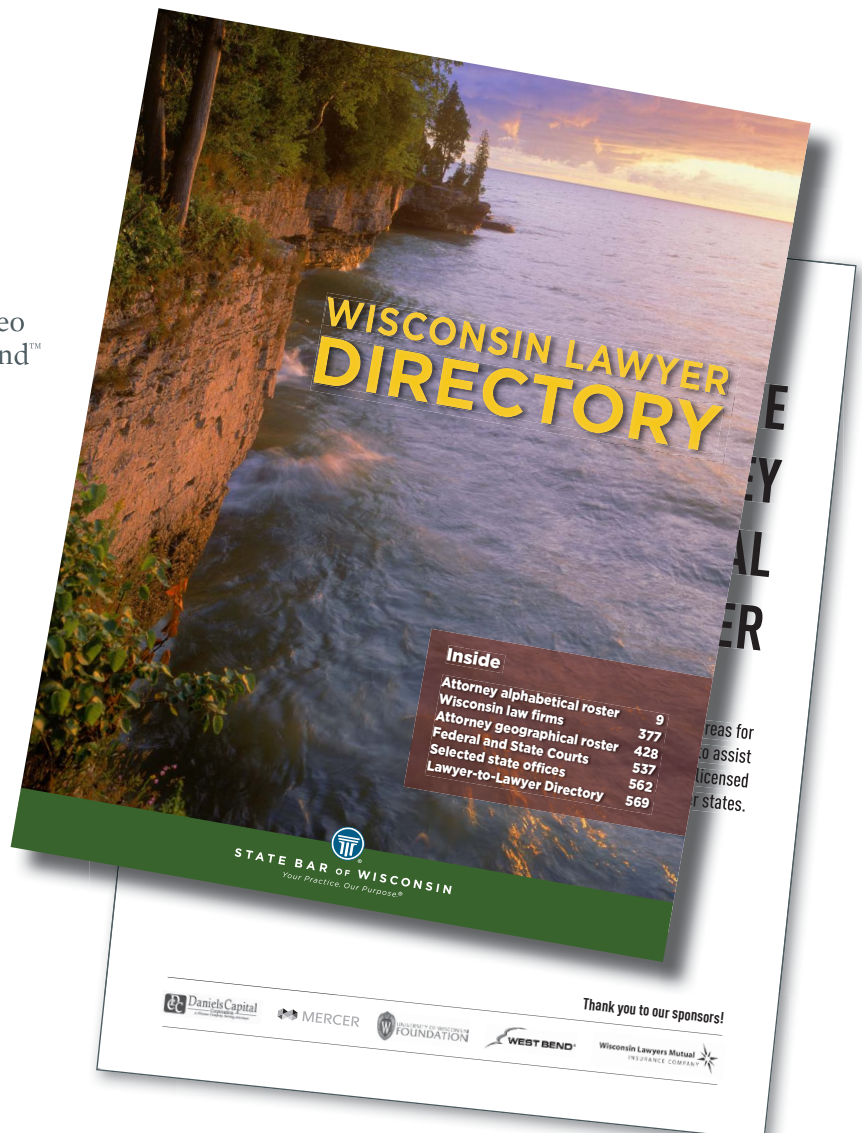
Call for a schedule of upcoming seminars and sponsorship fees: (800) 444-9404, ext. 6132.

## WISCONSIN LAWYER DIRECTORY SPONSORSHIPS

The annual *Wisconsin Lawyer Directory* is an important resource in many Wisconsin law offices. Attorneys and their support staffs purchase this membership directory so that information on other attorneys, law firms, courts and selected state offices is at their fingertips.

Directory sponsors receive a full page ad on a cover or divider page, their logo on the front of all divider pages, and their logo on the order form on WisBar.org.

The directory is printed in September. Sponsorships are limited and sold on a first-come, first-served basis. The deadline for materials is July 15. Contact Karen Richter at (800) 444-9404, ext. 6132 or [krichter@wisbar.org](mailto:krichter@wisbar.org) to reserve space.





# PAST STATE BAR EXHIBITORS & SPONSORS

ABA Retirement Funds Program  
Ailco Equipment Finance Group  
Allen Credit & Debt Counseling Agency  
American Express/OPEN  
Amicus Creative Media, LLC  
AppearBy  
Armitage Research LLC  
Associated Bank  
AT&T  
Attorneys' Title Guaranty Fund, Inc.  
Bakke Norman S.C.  
Berry  
BNA  
Bonestroo  
Boyle Fredrickson, S.C.  
Bultman Financial Services, Inc.  
Bune Legal Nurse Consulting  
Certified Legal Nurse Consulting of Wisconsin  
CH Coakley & Company  
Classified Private Investigation, LLC  
Clio  
Collaborative Legal Nurse Consulting  
Creatonomy  
Darwin Professional Underwriters, Inc.  
DeWitt Ross & Stevens S.C.  
Digital Intelligence, Inc.  
Dockendorf Legal Medical Consulting  
Eide Bailly LLP  
EPS Settlements Group  
ESI Pros  
Fastcase, Inc.  
Fidelity National Title  
FindLaw  
First American Title Insurance Company

Fricano & Associates, LLC  
Gramann Reporting, Ltd.  
Groth Law Firm  
Hawk Detective Agency  
Hupy and Abraham, S.C.  
Impact Networking  
Information Technology Professionals, LLC  
INFO-PRO  
InterActive Legal  
ISC International Limited  
iStream Financial Services  
Jefferson Wells  
Johnson Bank  
Johnson Insurance  
JSO Technology, LLC  
Jury Verdict Reporter  
Kard Recycling & Shredding  
KHB Consulting Services  
Knight-Barry Title Group  
Krause Practice Management, LLC  
Krekeler Strother, S.C.  
Laufenberg, Jassak & Laufenberg, S.C.  
LawPay  
Lawton & Cates, S.C.  
Legal Data Collection Services  
Lerdahl Business Interiors  
LexisNexis  
Marsh US Consumer  
Memorial Blood Centers  
MicroLaw, Inc.  
Minnesota Lawyers Mutual Insurance Co.  
Moore's Law  
Murphy & Desmond, S.C.  
Natural Resource Consulting, Inc.

Northwestern Court Reporters  
Paralegal Association of Wisconsin  
Pearl Insurance  
Professional Insurance Programs  
ProQuest  
PS Finance, LLC  
Safety Engineering Associates, Inc.  
Scanner Laser Modeling  
Skogen Engineering Group, Inc.  
State of Wisconsin - Unclaimed Property  
TechSquad IT  
Thomson Reuters/West  
Tobin Solutions  
TorHoerman Law, LLC  
Total Attorneys  
Trust Wisconsin  
UPS  
Valparaiso University Law School  
Veritext  
WealthCounsel, LLC  
Wegner, LLP  
Werner Consulting  
West Bend Mutual Insurance Company  
Willamette Management Associates  
Wisconsin Association of Legal Professionals  
Wisconsin Court Reporters Association  
Wisconsin Council of the Blind & Visually Impaired  
Wisconsin Investigative Services  
Wisconsin Law Journal  
WILMIC  
Yodle



STATE BAR OF WISCONSIN



## CONNECT BY MAIL

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

### REACH A TARGET AUDIENCE WITH DIRECT MAIL

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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

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

### ONE SIZE DOES NOT FIT ALL

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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

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**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!

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

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E : [krichter@wisbar.org](mailto:krichter@wisbar.org)

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

