

# 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>	\$385/month \$4,020/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>	\$310/month \$3,120/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>	\$625/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.

