

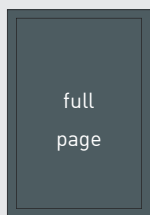
# Wisconsin Lawyer Advertising Options

## Full-Color Display Advertising Rates

Ad Size	1x	3x	6x	11x
Full page	\$2,040	\$1,945	\$1,890	\$1,795
2/3 page	1,760	1,700	1,630	1,555
1/2 page	1,565	1,515	1,460	1,410
1/3 page	1,035	1,000	955	915
1/4 page	810	785	750	730
1/6 page	630	615	595	575
2-page spread	2,875	2,710	2,660	2,525
Preferred placement on non-cover positions: Add 20%				
2nd cover, 4-color	2,550	2,430	2,360	2,295
3rd cover, 4-color	2,450	2,335	2,270	2,155
4th cover, 4-color	2,650	2,530	2,460	2,335

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, 2021.

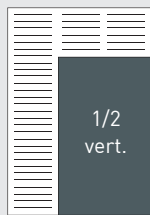
## Dimensions (w x h)



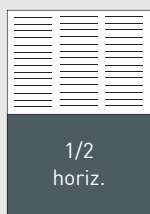
Full Page\*  
7.2" x 9.875" (no bleed)  
8.25" x 11" (bleed)



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"



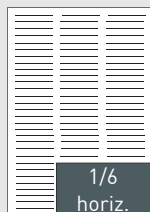
1/3 Page H  
4.57" x 4.75"



1/4 Page 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"  
2 page spread = 15.54" x 9.875" (no bleed)  
16.5" x 11" (bleed)

## Save on Member Announcements Ads

Is something special happening in your firm? Discounted rates are available to State Bar members to:

- Announce an office opening or relocation
- Welcome new hires or recognize a promotion
- Celebrate a firm anniversary or award
- Honor the legacy of a deceased member



Special rate is available for up to three issues per occurrence. Full page, \$1,325/issue; one-half page, \$1,175/issue; one-third page, \$750/issue. Rates include four-color. Layout and design service available at no extra charge. No agency commission.

## Classifieds

Advertise employment opportunities, office rentals, referrals, items for sale, expert testimony, services, and more on the *Wisconsin Lawyer* classified pages. Classifieds also appear online at [www.wisbar.org/classifieds](http://www.wisbar.org/classifieds) for as long as they are scheduled in the magazine.



## Rates

\$2.30/word for State Bar members; \$2.75/word for nonmembers; Prepaid; \$50 minimum. Add \$50 for blind box assignments. Deadline: 10th of the month preceding issue. Discounts: 5% for three insertions; 10% for six insertions; 15% for 11 insertions. No agency discounts. Can't wait for the next print issue? Advertise online only for \$115/week for members and \$175/week for nonmembers.

## Pre-Printed Inserts

Pre-printed inserts accepted. Call for rates and specifications.

## Contact

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