



State Bar of Wisconsin *Wisconsin Lawyer* Media Kit 2026



About

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, the State Bar aids the courts in improving the administration of justice, provides continuing legal education and other services for its members, supports the education of law students, and educates the public about the legal system. The State Bar of Wisconsin also provides public services, including attorney referrals, public education and reduced-fee legal assistance for low-income state residents.

Our Members

26,046

Members

(As of June 2026)

3,400

**Wisconsin Law Firms
Represented**



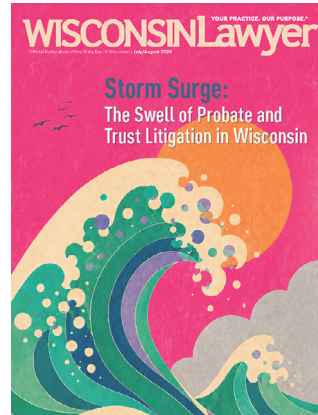
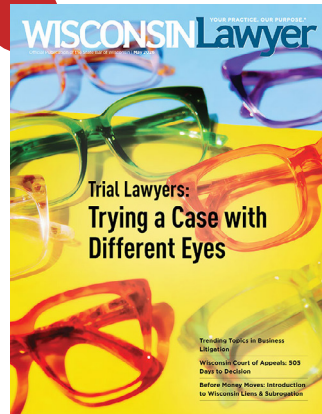
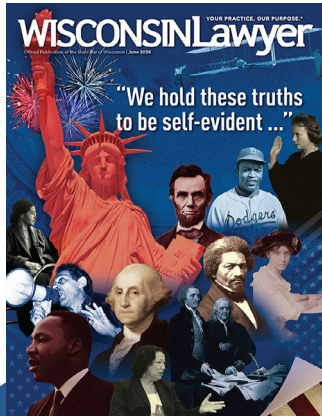
Who Are Our Members?

The State Bar of Wisconsin represents more than 25,000 legal professionals, primarily attorneys licensed to practice law in Wisconsin. Its membership includes lawyers working across a wide range of practice areas, from business and litigation to family, criminal, real estate, tax, and more, as well as judges and attorneys in various stages of their careers.



Why Advertise with State Bar of Wisconsin?

Advertise in *Wisconsin Lawyer*, the official publication of the State Bar of Wisconsin, and put your business in front of attorneys and legal professionals across the state. Build brand awareness, strengthen credibility, and connect directly with an influential professional audience.



About The Magazine

As the flagship publication of the State Bar, the Wisconsin Lawyer magazine delivers the insights, stories, and knowledge attorneys rely on to excel in their law practice and lead the profession. It is the official publication of the State Bar of Wisconsin and is a membership benefit.

2026 Publication Calendar

Issue	Space Deadline	Artwork Deadline
October 2026	September 11	September 17
November 2026	October 9	October 15
December 2026	November 6	November 15
January 2027	December 4	December 10

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We support our members in a dynamic and diverse society in delivering valued professional services, promoting access to justice and pursuing professional satisfaction.

The Mission of the State Bar of Wisconsin

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Estimated
Circulation
25,000+

Submission Guidelines

- Ink Full Color • Trim Size 8.125" x 10.75" • Published 11x per Year
- Email pdf ad materials to ads@bigredm.com
- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@bigredm.com for more detailed specifications.
- Need help creating an ad? Free ad design (with revisions up to 3 proofs).
- Please allow up to 5 business days for first proof. Ad design included in the cost of your ad.
- See your account executive for details. Ronnie@BigRedM.com

2026 Advertising Rates

	1x Member	1x Non-Member	3x Member	3x Non-Member	6x Member	6x Non-Member	11x Member	11x Non-Member
Full Page*	\$2,310	\$2,360	\$2,205	\$2,250	\$2,145	\$2,185	\$2,035	\$2,075
2/3 Page	\$2,000	\$2,035	\$1,925	\$1,960	\$1,845	\$1,880	\$1,760	\$1,795
1/2 Page	\$1,775	\$1,815	\$1,715	\$1,750	\$1,660	\$1,690	\$1,595	\$1,625
1/3 Page	\$1,175	\$1,195	\$1,140	\$1,160	\$1,085	\$1,105	\$1,040	\$1,060
1/4 Page	\$940	\$965	\$885	\$910	\$850	\$865	\$830	\$845
1/6 Page	\$700	\$720	\$695	\$710	\$665	\$680	\$645	\$660
2 Page Spread*	\$3,195	\$3,265	\$3,015	\$3,080	\$2,960	\$3,020	\$2,805	\$2,860

Preferred Placement on non-cover positions: Add 20%

	1x Member	1x Non-Member	3x Member	3x Non-Member	6x Member	6x Non-Member	11 Member	11x Non-Member
Inside Front Cover*	\$2,840	\$3,400	\$2,705	\$3,380	\$2,625	\$3,150	\$2,550	\$3,060
Inside Back Cover*	\$2,725	\$3,270	\$2,600	\$3,120	\$2,525	\$3,030	\$2,395	\$2,874
Back Cover	\$2,945	\$3,535	\$2,820	\$3,384	\$2,740	\$3,288	\$2,600	\$3,120

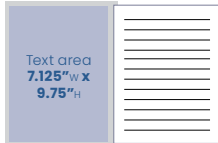
*Ad sizes that can have bleeds. Set bleeds to 0.1875".

- Advertisers are solely responsible for the rights to the third party images submitted with their ad copy.
- 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.

Ad Specifications

Covers & Full Pages


7.125" w x 9.75" h

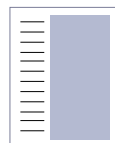
Covers & Full Pages with Bleed


Text area
7.125" w x 9.75" h

8.375" w x 11" h
Bleed: 0.125"
(8.125" w x 10.75" h trim size)

2-Page Spread


15.54" w x 9.875" h (no bleed)
16.75" w x 11" h (bleed)

2/3 Page


4.57" w x 9.4" h

1/2 Page


7" w x 4.75" h
4.57" w x 6.75" h

1/3 Page


4.57" w x 4.75" h
2.17" w x 9.4" h

1/4 Page


4.57" w x 3.5" h

1/6 Page


2.17" w x 4.75" h
4.57" w x 2.275" h

Classifieds

For classified ads, please contact
Morgan Stewart
mstewart.wisbar.org • (608) 250-6099

Artwork Requirements

- A high resolution pdf is the preferred file format. All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings.
No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

Digital Advertising

eNewsletters

Three eNewsletter Options:

InsideTrack eNewsletter

Sent to 21,000+ Members
2x a month

CaseLaw Express

Sent to 4,000 + subscribers
every Monday

WisLawNOW

Sent to 21,000+ subscribers
2x a month

Issue	Button	Banner	Why you should advertise
Inside Track e-Newsletter	Button: 200 X 200px \$310/month \$3,120/year	Banner: 728 X 90px \$510/month \$5,100/year	- Also accessible to members from WisBar.org - Ads positioned alongside editorial content - Ads appear on all story pages and in archives
CASE LAW EXPRESS e-Newsletter	Button: 200 X 200px \$200/month \$2,400/year	Banner: 728 X 90px \$400/month \$4,000/year	E-alert service keeps attorneys abreast of recent Wisconsin Supreme Court and Court of Appeals decisions
WisLaw Now e-Newsletter	Button: 200 X 200px \$310/month \$3,120/year	Banner: 728 X 90px \$510/month \$5,100/year	E-mailed twice monthly



AVERAGE OPEN RATE

InsideTrack	CaseLaw Express
80%	65%
	WisLaw
	79%



AVERAGE CLICK RATE

InsideTrack	CaseLaw Express
59%	33%
	WisLaw
	74%



For more information, please contact:

Ronnie Jacko | 503-445-2234

ronnie@bigredm.com

eNewsletter Artwork Deadlines

20th day of the month prior to campaign start date

Deadlines are subject to change due to holidays and/or office closures.

Art Requirements

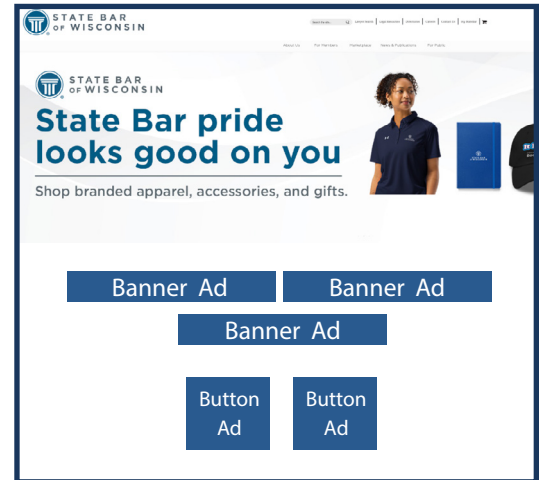
- 72 dpi, GIF or JPEG format.
- Animation limited to two loops.
- No FLASH ads.
- Email to ads@bigredm.com at least **one week** prior to go-live date.
- Provide URL for link



Digital Advertising

Website & Podcast

Website	Product	Pricing
WWW.WISBAR.ORG - Average monthly impressions: 150,000 per ad - Space limited to eight rotating ads	200X200 Button	\$385/month \$4,020/year
WWW.WISBAR.ORG - Above the fold placement on WisBar's front page - Space limited to six rotating ads - Average monthly home page views: 126,000+	728x90 Banner	\$700/month \$7,500/year



Podcast Advertising Options

Bottom Up Podcast

- Award-winning podcast addressing issues that matter most to young lawyers
- Career advice, professional insights, practice tips & more
- Bottom Up explores today's biggest legal challenges

Listen to Lawyers Podcast

- Listening to Lawyers – an audio project of WisLAP
- Wisconsin lawyers share personal stories of unexpected challenges
- Stories of struggle, resilience, persistence & courage
- Real experiences navigating challenging moments in the legal profession

Practice Pulse Podcast

- Actionable guidance to elevate your law practice
- Expert insights & practical strategies from legal industry leaders
- Hosted by Practice Management Advisor Brent Hoeft
- Tips to build a more efficient, successful law firm
- Produced by the State Bar of Wisconsin

Podcast Pricing

(same for all 3 podcasts)

15-Second Ad

- One full ad placement plus opening and closing acknowledgments
- Prerecorded:** \$200
- SBW Produced:** \$300
- Bottom Up explores today's biggest legal challenges

30-Second Ad

- One full ad placement plus opening and closing acknowledgments
- Prerecorded:** \$300
- SBW Produced:** \$400

Four-episode 30-second package (buy 3 get one free)

- One full ad placement plus opening and closing acknowledgments
- Prerecorded:** \$900
- SBW Produced:** \$1,200

****Maximum of 4 advertisers per episode****

Interested in sponsoring and
exhibiting at in-person events?
Reach out to Ronnie for more information.

- [Annual Meeting & Conference](#)
- [Wisconsin Solo & Small Firm Conference](#)
- [Seminar Sponsorships](#)

[Click Here to Learn More!](#)



For more information, please contact:
Ronnie Jacko | 503-445-2234
ronnie@bigredm.com

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