Wisconsin Lawyer Advertising Options

Full-Color Display Advertising Rates

Ad Size	1x	3x	6x	11x
Full page	$2,360	$2,250	$2,185	$2,075
2/3 page	2,035	1,960	1,880	1,795
1/2 page	1,815	1,750	1,690	1,625
1/3 page	1,195	1,160	1,105	1,060
1/4 page	965	910	865	845
1/6 page	720	710	680	660
2-page spread	3,265	3,080	3,020	2,860
Preferred placement on non-cover positions: Add 20%				
2nd cover, 4-color	2,985	2,840	2,755	2,675
3rd cover, 4-color	2,860	2,730	2,650	2,515
4th cover, 4-color	3,055	2,970	2,800	2,730

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, 2024.

Dimensions (w x h)

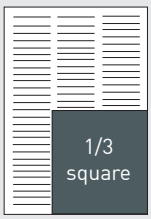
Full Page*
7.125" x 9.75" (no bleed)
8.375" x 11" (bleed)

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"

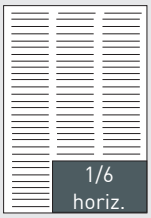
1/3 Page V
2.17" x 9.4"



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)
16.75" x 11" (bleed)

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 for as long as they are scheduled in the magazine.

Rates

$2.75/word; Prepaid; $50 minimum. Add $50 for blind box assignments. Deadline: 10th of the month preceding issue. No agency discounts. Can't wait for the next print issue? Advertise online only for $175/week.

Pre-Printed Inserts

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

Additional Marketing Opportunities:

WISBAR.ORG

Leaderboard and button ad options on our sites most popular pages with over 150,000 views each month

E-Newsletters

InsideTrack™ – sent to 20,000+ subscribers twice a month

CaseLaw Express™ – sent to 4,000+ subscribers every Monday

WisLawNOW - sent to 20,000+ State Bar members highlighting the current blog articles

Podcast

Sponsorship advertising within each episode of *Bottom Up,* featuring frank discussions and relatable stories that highlight the interests and opportunities for attorneys working to establish their practice their way

Legal Expos

Sponsorship or exhibiting at our two largest annual CLE events – the *Annual Meeting & Conference* (AMC) in June and the *Wisconsin Solo & Small Firm Conference* (WSSFC) in October

Seminar Sponsorships

Receive maximum exposure through printed brochures and online marketing for targeted educational events

Mailing Lists

Lists for direct mail campaigns that can be customized by areas of practice, section membership, age, years in practice, firm size, etc

CONTACT

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