

Wyoming Lawyer

Wyoming Lawyer - winner of a **2011 Luminary Award** for excellence in publications awarded by the National Association of Bar Executives, an ABA affiliate.

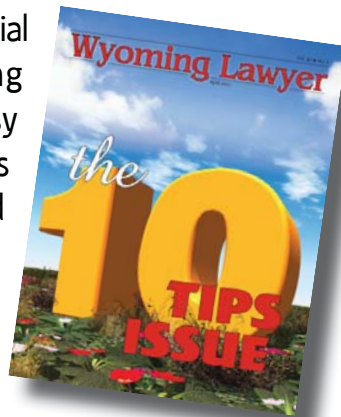
ADVERTISING RATE CARD

A WISE CHOICE FOR ADVERTISERS

Wise marketers understand that if they want an audience to pay attention to a particular message, businesses need to utilize a medium that the audience prefers and uses frequently. There is only one medium that reaches every lawyer in the state of Wyoming - the *Wyoming Lawyer*.

OVERVIEW

Wyoming Lawyer is the official publication of the Wyoming State Bar. It is a full-color, glossy magazine that is mailed six times per year to every lawyer licensed to practice law in Wyoming. The circulation of the print magazine is approximately 3,500.



DIGITAL EDITION

To help advertisers get more from their advertising investment, *Wyoming Lawyer* offers an enhanced digital edition of the magazine. The digital edition is available free of charge to anyone who visits the Bar's website. This only increases readership among audience segments who do not regularly receive or subscribe to the magazine, such as employees of law firms and court personnel.

Another benefit of the digital edition is all ads are interactive with hotlinks to the advertiser's website and/or e-mail addresses at **NO ADDITIONAL CHARGE!**

2018 RATES

PREMIUM POSITION

	1X	3X*
back cover full page	\$1,320	\$1,180
inside front full page	\$900	\$810
inside front half page	\$345	\$310
inside back full page	\$900	\$810
inside back half page	\$345	\$310

INTERIOR POSITION

	1X	3X*
full page	\$490	\$440
one half page	\$325	\$290
one third page	\$260	\$235
one fourth page	\$210	\$190

All ads are full-color.

* Must be three consecutive issues in order to receive discount.

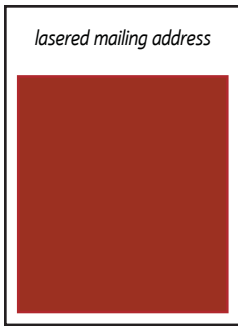
ADVERTISING CONTACT

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EDITOR

WYOMING STATE BAR
P.O. BOX 109
CHEYENNE, WY 82003
(307) 632-9061

SWILKINSON@WYOMINGBAR.ORG

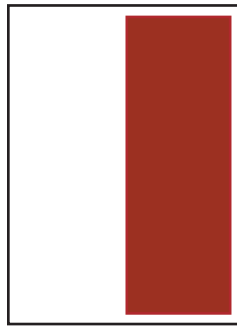
AD SIZE REQUIREMENTS



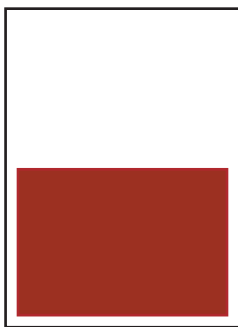
full page back cover
7.625" x 8.5"



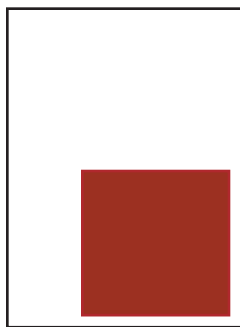
full page
7.75" x 10.125"



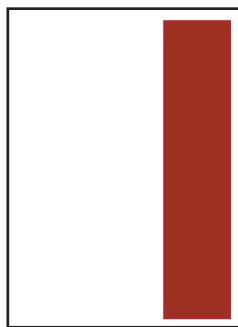
half page
(vertical)
4.25" x 10.125"



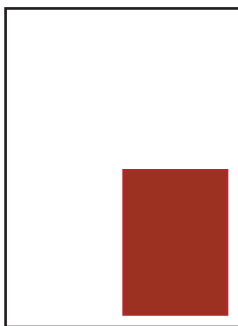
half page
(horizontal)
7.75" x 4.875"



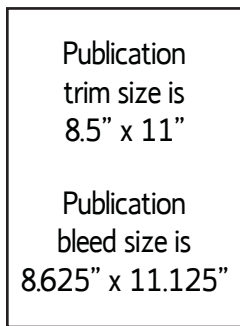
one third page
(square)
4.875" x 4.875"



one third page
(vertical)
2.5" x 10.125"



one fourth page
(vertical)
3.75" x 4.875"



Publication
trim size is
8.5" x 11"

Publication
bleed size is
8.625" x 11.125"

DEADLINES

ISSUE

February 2018
April 2018
June 2018
August 2018
October 2018
December 2018

SPACE

January 1, 2018
March 1, 2018
May 1, 2018
July 1, 2018
September 1, 2018
November 1, 2018

ART

January 7, 2018
March 7, 2018
May 7, 2018
July 7, 2018
September 7, 2018
November 7, 2018

SUBMITTING ARTWORK

All artwork must be submitted electronically (preferably in a high-res PDF file) to swilkinson@wyomingbar.org. Other acceptable formats are .tif or .eps with a resolution of 300 dpi or better. All ads must be CMYK. RGB is not acceptable.

NEED HELP WITH ARTWORK?

Design assistance is available to advertisers for the preparation of their advertisement. There is a \$75 design fee if assistance is needed.

CLASSIFIED ADVERTISEMENTS

Classified advertising is available for \$1.00 per word with a minimum of 20 words. Add a border around the ad for an additional \$12.00. E-mail the text of your classified advertisement to swilkinson@wyomingbar.org for an accurate word count and rate quote. Classified ads are due on the "Art" deadlines below.

DEADLINES

Deadlines apply to both display and classified advertising. Cancellations or corrections must be made in writing no later than five working days after the published deadlines. Cancellations made after the five-day period may be subject to cancellation penalties.

DISCOUNTS

A 15% discount will be given to all non-profit organizations. The *Wyoming Lawyer* reserves the right to request a tax I.D. number for verification. Display advertising only.

WYOMING LAWYER

2018 ADVERTISEMENT INSERTION ORDER

ADVERTISER INFORMATION

Firm/Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

ISSUE SELECTION

• Place my ad in the
• following issues of
• the *Wyoming Lawyer*:
• (check all that apply)

• February 2018

• April 2018

• June 2018

• August 2018

• October 2018

• December 2018

AD SIZE SELECTION

PREMIUM POSITION

- back cover full page - SOLD
- inside front full page - SOLD
- inside front half page - SOLD
(horizontal only)
- inside back full page
- inside back half page
(horizontal only)

INTERIOR POSITION

- full page
- one half page (vertical)
- one half page (horizontal)
- one third page (square)
- one third page (vertical)
- one fourth page (vertical)

DESIGN ASSISTANCE

- Design Assistance (\$75)
- Ad submitted by customer

PAYMENT OPTIONS

- Payment enclosed
- Please send an electronic invoice to the above e-mail address
- Please bill me at the above mailing address
- Charge my credit card

credit card # _____

billing address _____

city/state/zip _____

security code _____

expiration date _____

**Submit completed
Insertion Order to:**

Sharon Wilkinson
Wyoming State Bar
P.O. Box 109
Cheyenne, WY 82003
Fax: (307) 632-3737
swilkinson@wyomingbar.org