

# 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.

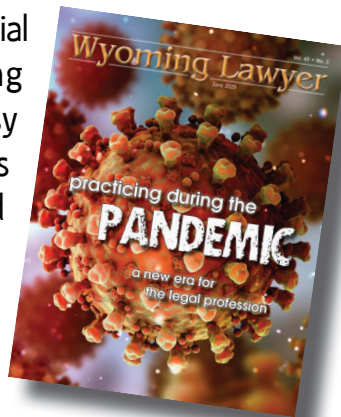
## ADVERTISING RATE CARD

### 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 **3,900**.



### 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!**

## 2021 RATES

### PREMIUM POSITION

	one-time insertion	three insertions*
back cover full page	\$1,450	\$1,300
inside front full page	\$1,000	\$900
inside front half page	\$380	\$340
inside back full page	\$1,000	\$900
inside back half page	\$380	\$340

### INTERIOR POSITION

	one-time insertion	three insertions*
full page	\$540	\$485
one half page	\$360	\$325
one third page	\$285	\$255
one fourth page	\$235	\$210

All ads are full-color.

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

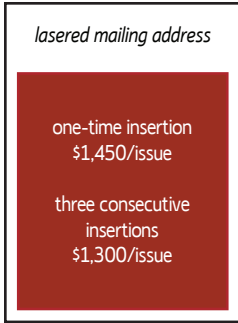
### ADVERTISING CONTACT

SHARON WILKINSON  
EDITOR

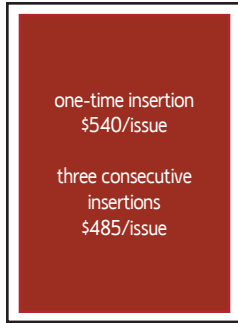
WYOMING STATE BAR  
P.O. BOX 109  
CHEYENNE, WY 82003  
(307) 632-9061

SWILKINSON@WYOMINGBAR.ORG

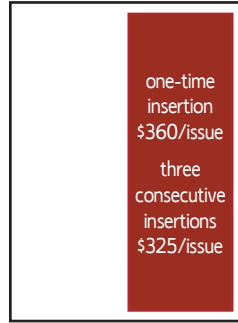
# AD SIZE REQUIREMENTS



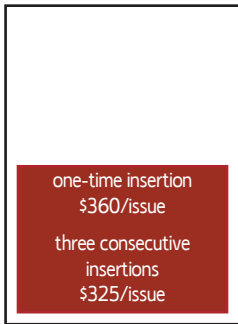
full page back cover  
7.625" x 8.5"



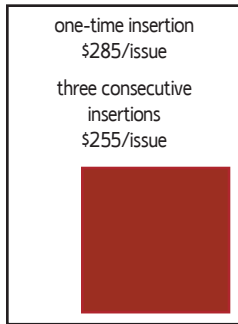
full page  
7.75" x 10.125"



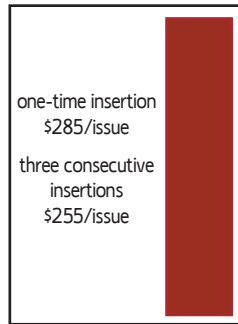
half page  
(vertical)  
3.75" x 10.125"



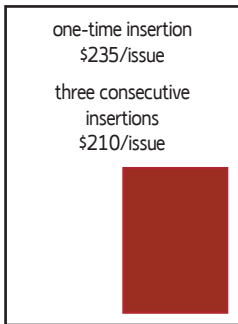
half page  
(horizontal)  
7.75" x 4.875"



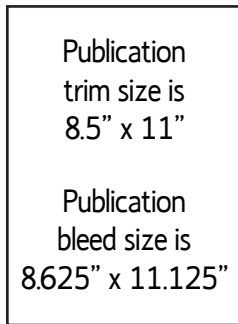
one third page  
(square)  
4.875" x 4.875"



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 2021  
April 2021  
June 2021  
August 2021  
October 2021  
December 2021

### SPACE

January 1, 2021  
March 1, 2021  
May 1, 2021  
July 1, 2021  
September 1, 2021  
November 1, 2021

### ART

January 7, 2021  
March 7, 2021  
May 7, 2021  
July 7, 2021  
September 7, 2021  
November 7, 2021

### SUBMITTING ARTWORK

All artwork must be submitted electronically (preferably in a high-res PDF file) to [swilkinson@wyomingbar.org](mailto: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](mailto: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

## 2021 ADVERTISEMENT INSERTION ORDER

### ADVERTISER INFORMATION

Date \_\_\_\_\_

Firm/Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

### • ISSUE SELECTION

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

•  February 2021

•  April 2021

•  June 2021

•  August 2021

•  October 2021

•  December 2021

### 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

swilkinson@wyomingbar.org