

Wyoming Lawyer

Wyoming Lawyer - winner of **TWO Luminary Awards** (2021 & 2011) for excellence in publications awarded by the National Association of Bar Executives, an ABA affiliate.

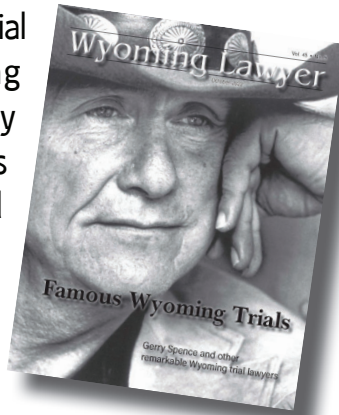
ADVERTISING RATE CARD

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 magazine is approximately **3,800**.



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!**

2023 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.

* Rate is per issue. Must be three consecutive issues in order to receive discount.

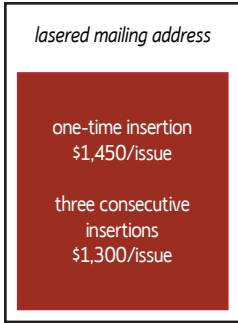
ADVERTISING CONTACT

SHARON WILKINSON
EDITOR

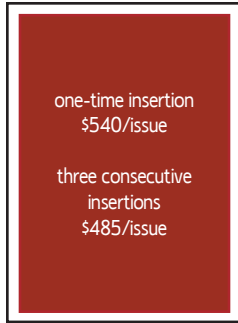
WYOMING STATE BAR
P.O. BOX 109
CHEYENNE, WY 82003
(307) 632-9061

SWILKINSON@WYOMINGBAR.ORG

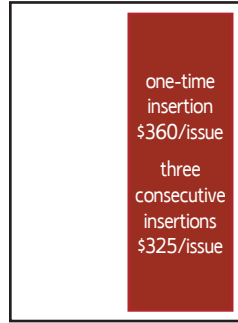
AD SIZE REQUIREMENTS



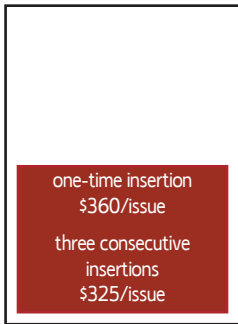
full page back cover
7.625" x 8.5"



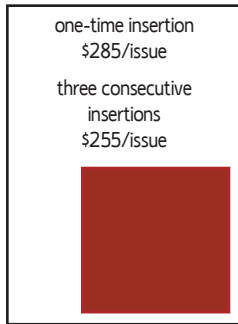
full page
7.75" x 10.125"



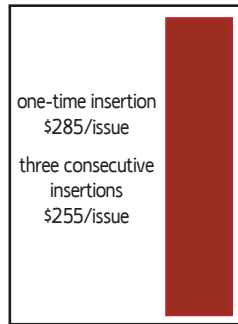
half page
(vertical)
3.75" x 10.125"



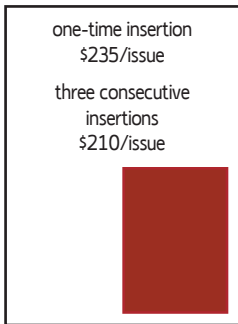
half page
(horizontal)
7.75" x 4.875"



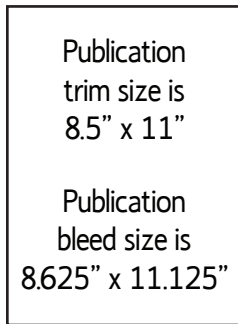
one third page
(square)
4.875" x 4.875"



one third page
(vertical)
2.5" x 10.125"



one fourth page
(vertical)
3.75" x 4.875"



DEADLINES

ISSUE

February 2023
April 2023
June 2023
August 2023
October 2023
December 2023

SPACE

January 1, 2023
March 1, 2023
May 1, 2023
July 1, 2023
September 1, 2023
November 1, 2023

ART

January 7, 2023
March 7, 2023
May 7, 2023
July 7, 2023
September 7, 2023
November 7, 2023

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 \$100 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

2023 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 2023

• April 2023

• June 2023

• August 2023

• October 2023

• December 2023

AD SIZE SELECTION

PREMIUM POSITION

- back cover full page
 inside front full page
 inside front half page
(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 (\$100)
 Ad submitted by customer

PAYMENT OPTIONS

- Payment enclosed
 Please e-mail an electronic invoice to the above e-mail 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