

Wyoming Lawyer

Advertising Rates

THREE-TIME AWARD-WINNER!

The [Wyoming Lawyer](#) has been awarded the National Association of Bar Executives Communications Section Luminary Award for excellence in publications THREE times—2011, 2021 and 2023.

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 email addresses at NO ADDITIONAL CHARGE!

2025 RATES

PREMIUM POSITION

	one-time insertion	three insertions*
back cover full page	\$1,595	\$1,430
inside front full page	\$1,100	\$990
inside front half page	\$420	\$375
inside back full page	\$1,100	\$990
inside back half page	\$420	\$375

INTERIOR POSITION

	one-time insertion	three insertions*
full page	\$595	\$535
one half page	\$395	\$360
one third page	\$315	\$280
one fourth page	\$260	\$230

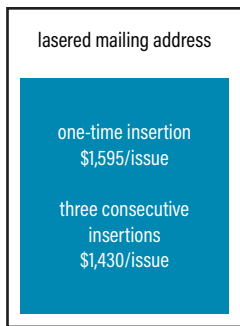
All ads are full-color.

* 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) 432-2102
swilkinson@wyomingbar.org

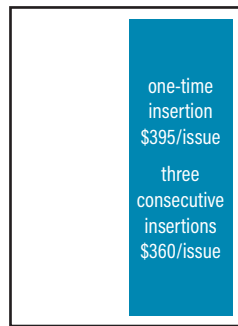
Ad Size REQUIREMENTS



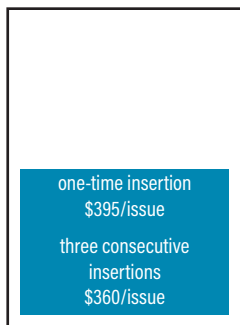
full page back cover
7.625" x 8.5"



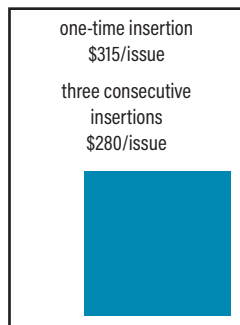
full page
7.75" x 10.125"



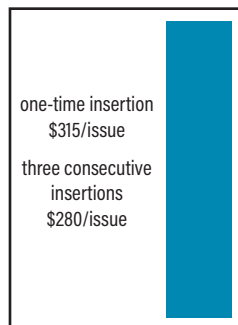
half page
(vertical)
3.75" x 10.125"



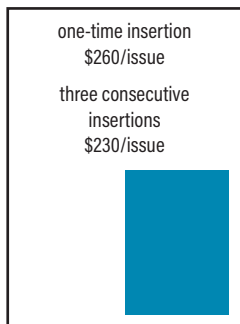
half page
(horizontal)
7.75" x 4.875"



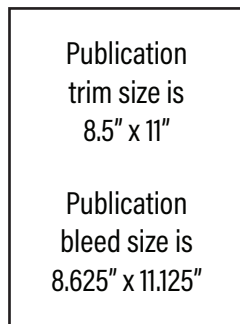
one third page
(square)
4.875" x 4.875"



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"

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. Email 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.

DEADLINES

ISSUE

February 2025
April 2025
June 2025
August 2025
October 2025
December 2025

SAVE YOUR SPACE

January 1, 2025
March 1, 2025
May 1, 2025
July 1, 2025
September 1, 2025
November 1, 2025

SUBMIT YOUR ART

January 7, 2025
March 7, 2025
May 7, 2025
July 7, 2025
September 7, 2025
November 7, 2025

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

2025 ADVERTISEMENT INSERTION ORDER

ADVERTISER INFORMATION

Date _____

Firm/Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

E-mail _____

Signature _____

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 _____

ISSUE SELECTION

- Place my ad in the
- following issues of the
- Wyoming Lawyer:
- (check all that apply)
- ☐ February 2025
- ☐ April 2025
- ☐ June 2025
- ☐ August 2025
- ☐ October 2025
- ☐ December 2025

Submit completed
Insertion Order to:

Sharon Wilkinson
Wyoming State Bar
P.O. Box 109
Cheyenne, WY 82003
swilkinson@wyomingbar.org