



## Introducing a New Way to Reach Wisconsin's Legal Market!

Front page advertising at [www.wisbar.org](http://www.wisbar.org)

### Build brand awareness and increase market share!

Nothing will get your name in front of Wisconsin's influential legal professionals faster, and more regularly, than an ad on the home page of WisBar, the State Bar of Wisconsin's award-winning Web site.

With a home page ad on WisBar, your message will reach:

- **More than 23,000 Wisconsin-licensed attorneys and judges!**
- Paralegals
- Law librarians
- Firm administrators
- Law office support staff

These legal decision makers log on to WisBar – often many times a day – to access free legal research, read law-related news, locate colleagues, purchase products, register for events, view seminars online, and much more.

### Decision makers are just one click away!

Take advantage of this prime opportunity to drive traffic from Wisconsin's legal community to your Web site.

Whether you currently advertise to this audience, or are new to the legal services market, WisBar's home page advertising is a highly targeted and cost-efficient way to round out your advertising mix.

Act soon! Space is limited and available on a first-come, first-served basis.

### Contact

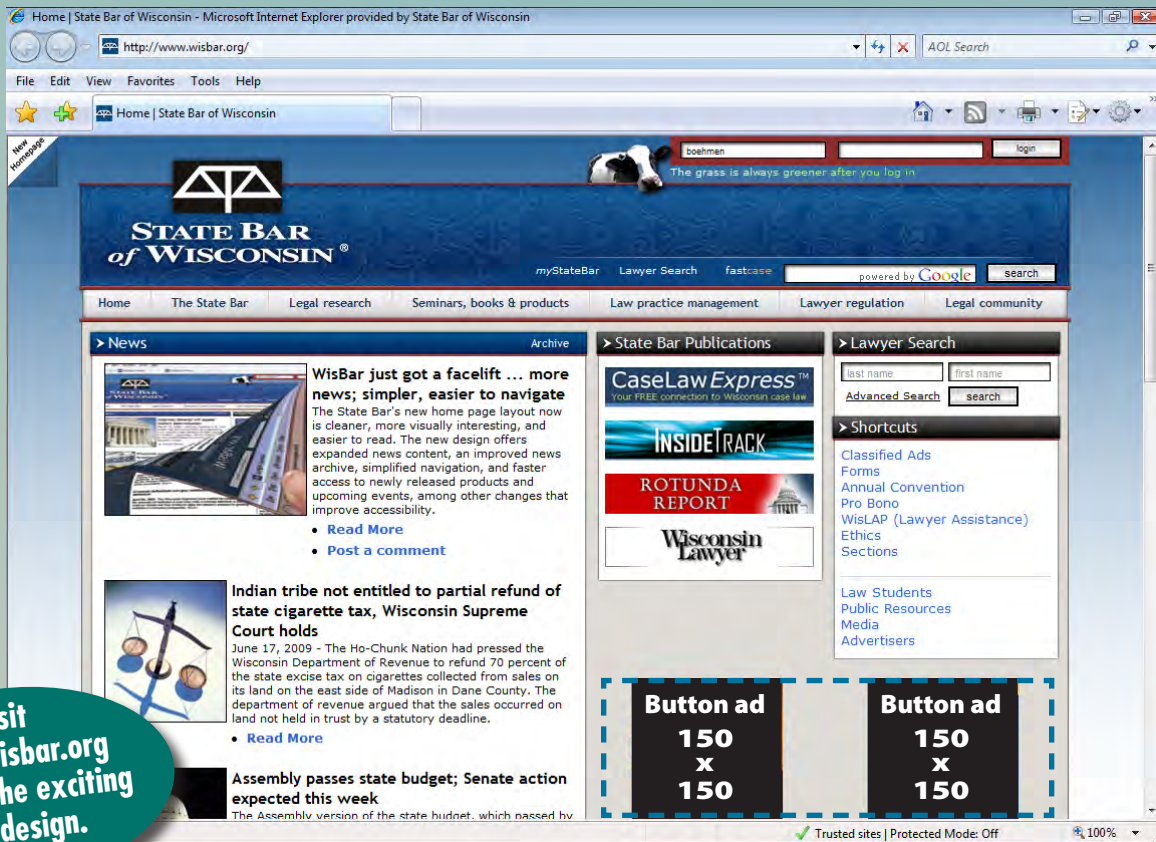
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(800) 811-2230 or (608) 825-3902  
[krichter@wisbar.org](mailto:krichter@wisbar.org)

### YOUR AD ON WISBAR GIVES YOU:

- Exposure to more than **one million page visits** a year – and growing!
- Prominent, front page, **above-the-fold positioning**
- **Credibility** on a site with a high degree of user affinity
- **Direct links** to your Web site or custom message
- Monthly **tracking reports**

Call today to take advantage of **special introductory pricing** with discounted rates for an annual commitment.





Visit [www.wisbar.org](http://www.wisbar.org) to view the exciting new design.

--- Banner Ad - 450 x 150 pixels

## AD SPECS & RATES

- Two button ad spaces, or one banner ad space available, with a maximum of three ads per space rotating at equal intervals
- Button ad size: 150 x 150 pixels (wxh)
- Banner ad size: 450 x 150 pixels (wxh)
- Position: Above the fold
- Includes URL link
- Animation: Limited to two loops
- **Special Introductory Rates:\***
  - Button Ad – Monthly: \$300  
Annually: \$3,000
  - Banner Ad – Monthly: \$650  
Annually: \$7,000

\* *Special introductory rates subject to change. No agency commission.*

## SUBMISSION OF ELECTRONIC ADS

- GIF or JPEG format
- 72 DPI
- Maximum file size: 50K
- Ads must be received one week prior to go-live date
- Supply URL address for link
- FLASH ads not accepted

## ELECTRONIC ADVERTISING POLICIES

- Ads are available on a first-come, first-served basis.
- All new online ads must be pre-paid. Checks, MasterCard, VISA, and AmEx accepted.
- No refunds for online ads cancelled after placement.
- Advertisers and advertising agencies assume liability for all content (including text, representations, and illustrations) of advertisements and assume responsibility of any claims arising thereof made against the State Bar. The State Bar reserves the right to reject any advertising not in keeping with its standards.
- Reports for advertisers will be generated monthly.

