

# 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

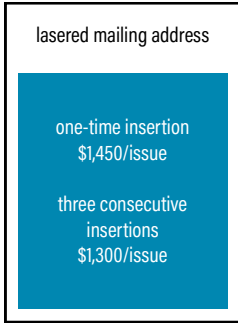
All ads are full-color.

\* 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

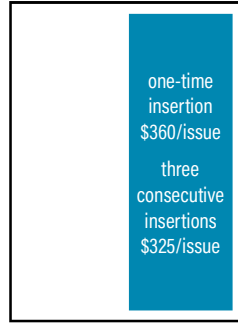
# AD SIZE REQUIREMENTS



full page back cover  
7.625" x 8.5"



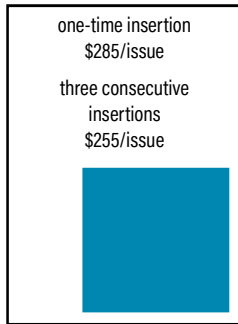
full page  
7.75" x 10.125"



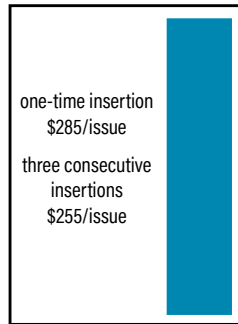
half page  
(vertical)  
3.75" x 10.125"



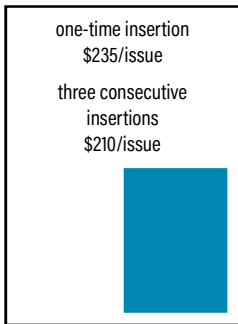
half page  
(horizontal)  
7.75" x 4.875"



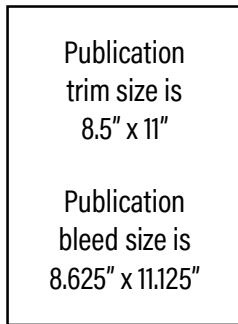
one third page  
(square)  
4.875" x 4.875"



one third page  
(vertical)  
2.5" x 10.125"



one fourth page  
(vertical)  
3.75" x 4.875"



## 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

## 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 \$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](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

## 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