

# Washoe County Bar's Monthly Newsletter Advertising Rates • 2009



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## CIRCULATION

1,400 copies distributed to WCBA members and subscribers. Recent membership survey indicates the newsletter is read by legal support staff as well.

## FORMAT

16-page magazine. Two color, 8 1/2 x 11 finished size on coated paper. Published monthly, July/August combined issue. Four color ads are available ad rate plus \$250.

## RATES FOR CAMERA-READY ADS

Rates below apply to ads in electronic format, PDF, EPS, InDesign. Additional charge for any and all adjustments to ad copy.

	1x	6x	11x
Full page	\$500	\$450	\$420
Half page	\$370	\$330	\$310
Third page	\$290	\$275	\$260
Quarter page	\$255	\$240	\$230
Sixth page	\$185	\$165	\$155

Insert: Full page rate + actual cost of insertion

## LAW FIRM ANNOUNCEMENTS

Full page	\$470	Quarter page	\$245
Half page	\$360	Sixth page	\$185
Third page	\$265		

## MECHANICAL REQUIREMENTS

Unit Size	Width	Depth
Full page	7 1/4	9 3/4
Half page island	4 1/4	7 1/4
Half page horiz.	7 1/4	4 1/2
Third page vert.	2 1/4	9 3/4
Third page horiz.	4 1/4	4 3/4
Quarter page vert.	3 3/4	4 1/2
Quarter page horiz.	4 1/4	3 3/4
Sixth page horiz.	4 1/4	2 1/4
Sixth page vert.	2 1/4	4 1/2

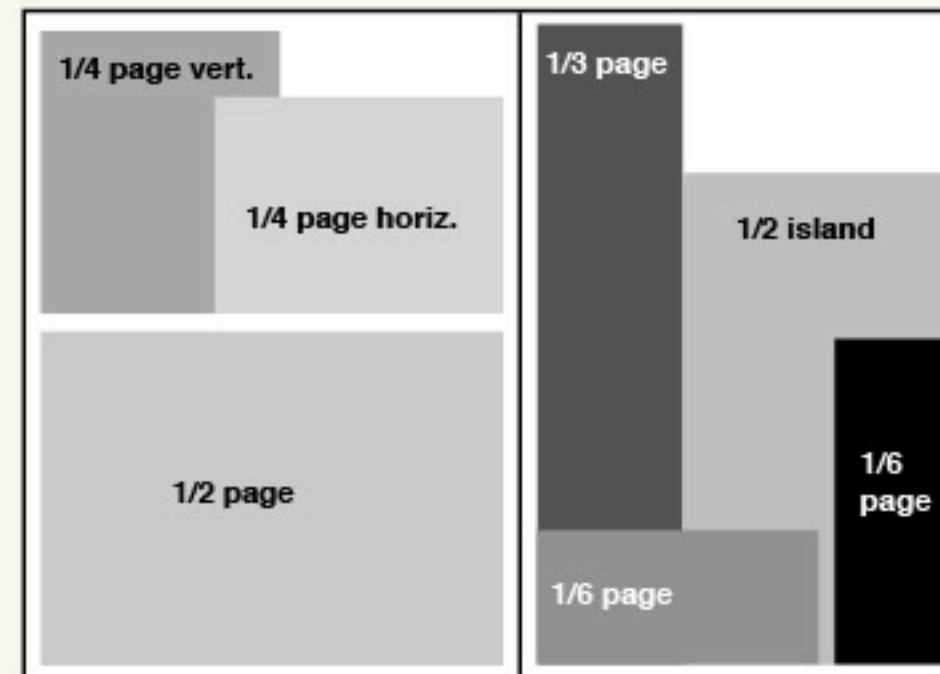
## CLASSIFIED ADVERTISING

\$25 for 30 words or less and \$.50 each additional word to WCBA members.

\$40 for 30 words or less and \$1.00 each additional word to non-members.

Price per issue includes 30 days on [wcbar.org/classifieds](http://wcbar.org/classifieds)

Fax ads to WCBA at 775-324-6116 or submit online at [wcbar.org/classifieds](http://wcbar.org/classifieds)



## DEADLINES

Deadline for reserving ad space is first of month preceding publication. Copy deadline is the 10th of the month preceding publication.

## DISCOUNTS

Package deal! Buy an ad in the directory along with 6 Writ ads, 1/6 page or larger, and get 15% off the entire package. 15% to recognized advertising agencies.

## LIST RENTAL

WCBA offers its mailing list on labels and on disk at \$.20 per name to members and \$.30 per name to non-members. Regular advertisers can rent the list at the member price. Labels or electronic format for one-time use. Call WCBA to order one-time use of the mailing list.