



*Furthering Professionalism, Ethics and Service*

# WASHOE COUNTY BAR ASSOCIATION

Since 1905

## ANNUAL PICTORIAL DIRECTORY ADVERTISING RATES 2020/21

### CIRCULATION

3,000+ copies distributed to WCBA members and their secretaries, advertisers, courts and governmental agencies. Each member receives one free copy as a benefit of membership. The lawyers, law firms and government offices purchase additional copies for secretaries and staff.

### FORMAT

Approximately 250 pages, soft cover, spiral bound; 25% of the space is reserved for advertising. Advertisers are indexed by category and also listed alphabetically with phone numbers.

### RATES FOR CAMERA-READY ADS

Rates below apply to camera-ready advertisements. Ads must be in electronic format. WCBA recommends you use a qualified graphic designer to produce your ad. Recommendations available from the publisher. Advertisers must preview their ads before publication. Washoe County Bar's liability for any error is limited to the cost of the advertisement. All ads will be sold on a paid in advance basis.

Full page	\$950	COVERS	
Half page	\$650	Back outside	\$1,500
Quarter page	\$525	Inside covers	\$1,250

### TAB PAGES + \$150

Regular page rate plus \$150 for premium locations, card stock pages will serve as dividers.

### COATED PAPER AND FULL COLOR IS INCLUDED AT NO CHARGE.

Guaranteed positions, at publisher's discretion, are available at 10% additional rate.

### Contact: Gina MacLellan, Executive Director

P.O. Box 1548, Reno NV 89505  
 421 Hill Street, Reno, NV 89501  
 775-786-4494, Fax 324-6116  
 e-mail: [gina@wcbar.org](mailto:gina@wcbar.org) Web site: [wcbar.org](http://wcbar.org)

### 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.

### DEADLINES

Deadline for reserving ad space is June 15, 2020

Deadline for copy is June 30, 2020

Delivery August/September, 2020

### MECHANICAL REQUIREMENTS

Unit Size	Width	Depth
Full page	5	8
Half page vert.	2 1/2	8
Half page horiz.	5	4
Quarter page vert.	2 1/2	4
Quarter page horiz.	5	2

