



Washoe County Bar's Bi-Monthly Magazine
ADVERTISING RATES 2021



RATES FOR CAMERA-READY ADS

Full page ~ 4-color @ \$1,000 each / Grayscale @ \$625 each
 Back cover ~ 4-color only @ \$1,250 each
 Half page ~ 4-color @ \$800 each / Grayscale @ \$445 each
 Third page ~ 4-color @ \$700 each / Grayscale @ \$365 each
 Quarter page ~ 4-color @ \$600 each / Grayscale @ \$320 each
 Sixth page ~ 4-color @ \$500 each / Grayscale @ \$250 each

Rates apply to ads in electronic format, PDF, EPS, InDesign.

LAW FIRM ANNOUNCEMENTS

Full page ~ 4-color @ \$650 / Grayscale @ \$500 each
 Half page ~ 4-color @ \$550 / Grayscale @ \$400 each
 Third page ~ 4-color @ \$450 / Grayscale @ \$300 each
 Quarter page ~ 4-color @ \$430 / Grayscale @ \$280 each
 Sixth page ~ 4-color @ \$370 / Grayscale @ \$220 each

CIRCULATION

1,200 copies distributed to WCBA members and subscribers.

FORMAT

16-20 page magazine. Four-color, 8 1/2 x 11 finished size on coated paper.
 Published bi-monthly.

DISCOUNTS

Frequency placement discount:
 2 times / 5% off each placement
 3-6 times / 10% off each placement
 Agency Discount / 15% per placement

MECHANICAL REQUIREMENTS

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

CLASSIFIED ADVERTISING

\$25 for 30 words or less and \$.50 each additional word to WCBA members.
 \$50 for 30 words or less and \$1.00 each additional word to non-members.
 Price per issues includes 30 days on wcbar.org/classifieds.
 E-mail ads to gina@wcbar.org

LIST RENTAL

WCBA offers its mailing list in Excel spreadsheet format at \$.25 per name to members and \$.50 per name to non-members. Regular advertisers can rent the list at the member price. One-time use only.

CONTACT:

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