



Washoe County Bar's Monthly Magazine  
**ADVERTISING RATES • 2019**

# The WRIT

## 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

1,400 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 monthly, July/August combined issue.

## DISCOUNTS

Frequency placement discount:  
2-5 times / 5% off each placement  
6-10 times / 10% off each placement  
11 times / 15% 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](http://wcbar.org/classifieds).  
E-mail ads to [gina@wcbar.org](mailto: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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