

Classified Ad Rates

The classified ad rates are \$100.00 for the first column inch or partial column inch. Additional space is \$70.00 per column inch or partial column inch.

(Rates Effective October 1, 2011)



“Consumers cite magazines as the medium most likely to motivate them to respond to any ad, more than TV, the Internet, newspapers and radio.”

Source: MagNet Surveys

Readers of *The West Virginia Lawyer*

The following is a list of the 8,500 people and organizations who receive *The West Virginia Lawyer* magazine each quarter:

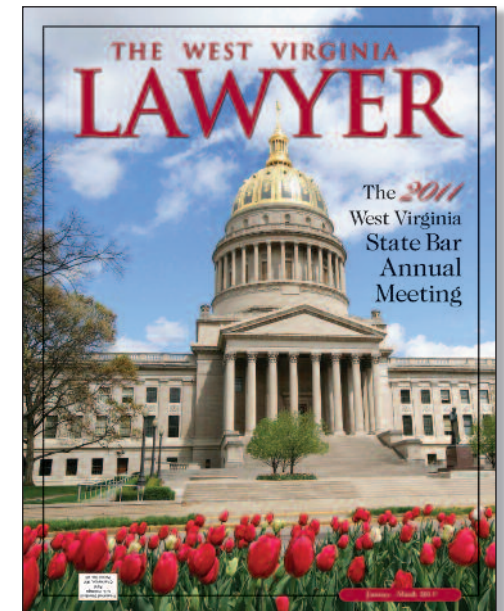
Members of The West Virginia State Bar:	7,704
WVU College of Law:	300
Members of the West Virginia Legislature:	134
West Virginia's Top CEOs:	100
Members of the Media:	50
Miscellaneous:	212

Reaching 8,500 professionals
in West Virginia.

ADVERTISING RATES

THE WEST VIRGINIA LAWYER

Official Publication of
The West Virginia State Bar



ADVERTISING RATE CARD

mail@wvlawyer.org

published by HQ Publishing Co.
P.O. Box 384 • Huntington, WV 25708
ph. 304.529.6158 • fax 304.529.6142

www.wvlawyer.org

Advertising

Sample Sizes



THE WEST VIRGINIA LAWYER

The West Virginia Lawyer is published by HQ Publishing Co. out of Huntington, W.Va. The magazine has been completely redesigned and features full color throughout. In addition to the improved appearance, the publication offers new articles of interest to our readers. The West Virginia State Bar hopes our commitment to producing a first-class magazine will result in increased readership for all our members. The new-look magazine will reach 8,500 professionals in the region including every member of The West Virginia State Bar.

Sample Ads



Clayman & Associates



Kayser Layne & Clark, PLLC

Ad Rates		
Cover Rates:	Covers 2 & 3:	\$1804
	Cover 4:	\$2024
	Black & White	Full Color
Full Page	\$803	\$1634
1/2 Page	\$677	\$1260
1/3 Page	\$633	\$1100
1/4 Page	\$616	\$990
1/6 Page	\$550	\$853
1/8 Page	\$506	\$743
2 Page	\$1375	\$2794
(Rates Effective October 1, 2011)		
Ad Deadlines		
Issue	Deadline	Publication
Jan. - March	Jan. 30	Feb. 15
April - June	April 15	May 15
July - Sept.	July 15	Aug. 15
Oct. - Dec.	Oct. 15	Nov. 15
Ad Requirements		
All ads must be submitted on CD or via email. HQ Publishing will accept both PC and Macintosh formats as well as most disk storage devices. All artwork must be at least 300dpi and converted to CMYK. Include all support files and fonts with ad.		
Ad Dimensions		
Full Page	1/3 Page (Vert.)	
7½" x 10"	2½" x 10"	
1/2 Page (Horz.)	1/4 Page	
7½" x 4⅞"	3½" x 4⅞"	
1/2 Page (Vert.)	1/6 Page	
3½" x 10"	2½" x 4⅞"	
1/3 Page (Horz.)	1/8 Page	
7½" x 3¼"	3½" x 2⅜"	
Contract Discounts		
Advertisers can sign a 2-issue contract and receive a 5% discount or a 4-issue contract and receive a 10% discount. Nonprofit organizations receive a 30% discount.		

Full Page	1/3 Page (Vert.)
1/2 Page (Horz.)	1/4 Page
1/2 Page (Vert.)	1/6 Page
1/3 Page (Horz.)	1/8 Page