



THE WEST VIRGINIA LAWYER

Reaching over 8,500 West Virginia attorneys

ADVERTISING MEDIA KIT

Distribution

The *West Virginia Lawyer* magazine is published four times a year by HQ Publishing Co. It is a full color publication featuring articles, photography, professional design and quality printing, and reaches every member of The West Virginia State Bar.

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	\$531	\$743
2 Page	\$1375	\$2794

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.

Classified Ad Rates

The classified ad rates are \$100 for the first column inch or partial column inch. Additional space is \$70 per column inch or partial column inch.

Requirements

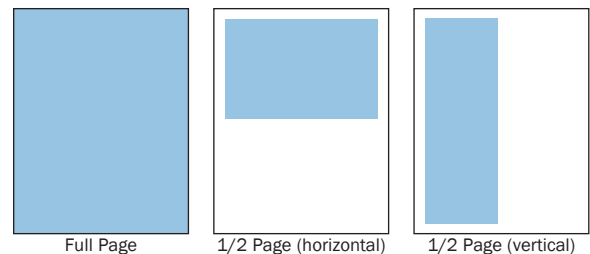
All ads not created by HQ Publishing must be submitted digitally. PDF is the preferred file format. Images must be at least 300ppi to ensure best production quality.

PLEASE NOTE: HQ Publishing is not responsible for any inaccuracy in printing as the result of erroneous electronic files provided by third party creatives.

Dimensions

Full Page 8½"w x 10⅞"h (+ ⅛" bleed)	1/3 Page (vertical) 2⅝"w x 10"h
1/2 Page (horizontal) 7½"w x 4⅞"h	1/4 Page 3½"w x 4⅞"h
1/2 Page (vertical) 3½"w x 10"h	1/6 Page 2⅝"w x 4⅞"h
1/3 Page (horizontal) 7½"w x 3¼"h	1/8 Page 3½"w x 2⅝"h

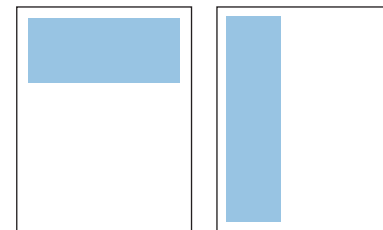
Sample Sizes



Full Page

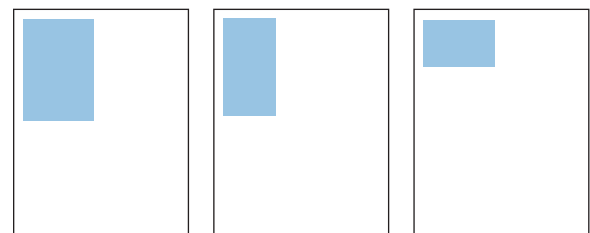
1/2 Page (horizontal)

1/2 Page (vertical)



1/3 Page (horizontal)

1/3 Page (vertical)



1/4 Page

1/6 Page (vertical)

1/8 Page

