



# THE WEST VIRGINIA LAWYER

Reaching 8,600 recipients  
including all 8,000 members of the West Virginia State Bar

## 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

<b>Cover Rates:</b>	Covers 2 & 3:	\$1804
	Cover 4:	\$2024
	<b>Black &amp; White</b>	<b>Full Color</b>
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

<b>Full Page</b> 8½"w x 10⅞"h (+ ⅛" bleed)	<b>1/3 Page (vertical)</b> 2⅝"w x 10"h
<b>1/2 Page (horizontal)</b> 7½"w x 4⅞"h	<b>1/4 Page</b> 3½"w x 4⅞"h
<b>1/2 Page (vertical)</b> 3½"w x 10"h	<b>1/6 Page</b> 2⅝"w x 4⅞"h
<b>1/3 Page (horizontal)</b> 7½"w x 3¼"h	<b>1/8 Page</b> 3½"w x 2⅜"h

### Sample Sizes

