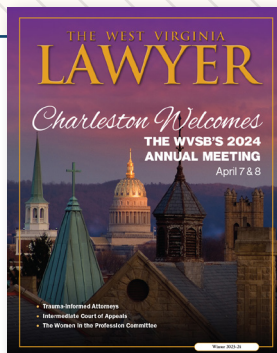


ADVERTISE IN THE WEST VIRGINIA LAWYER



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 all 8,000 members of The West Virginia State Bar.

Demographics

49*
Average age
of readers

\$98,630*
Average household
income of readers

*LexisNexis and Forbes, 2020

Rates

Cover Rates:	Covers 2 & 3:	\$1990
	Cover 4:	\$2235
	Black & White	Full Color
Full Page	\$ 885	\$1805
1/2 Page	\$ 745	\$1390
1/4 Page	\$ 675	\$1090
1/6 Page	\$ 605	\$ 945
1/8 Page	\$ 585	\$ 820
2 Page	\$1515	\$3080

Deadlines

Edition	Ad Deadline	Publication
Spring	Feb. 2	March 15
Summer	May 1	June 15
Autumn	Aug. 1	Sept. 15
Winter	Nov. 1	Dec. 15

Dimensions

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

Discounts

Two consecutive issues contract:	5%
Four consecutive issues contract:	10%
Creative agencies:	15%
Charities / 501(c) (3):	30%

Classified Ad Rates

The classified ad rates are \$105 for the first column inch or partial column inch. Additional space is \$75 per column inch or partial column inch.

Requirements

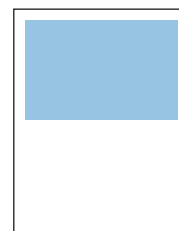
All ads must be submitted digitally. PDF is the preferred file format. Images must be at least 300ppi to ensure best production quality.

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

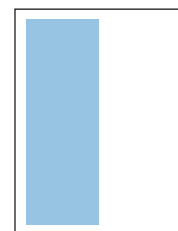
Sample Sizes



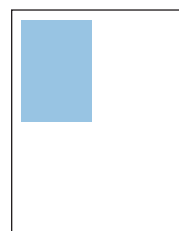
Full Page



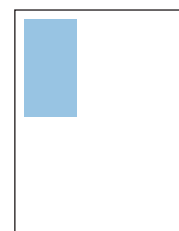
1/2 Page (horizontal)



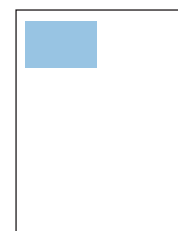
1/2 Page (vertical)



1/4 Page



1/6 Page (vertical)



1/8 Page

