

A Case Study
Published by
Walsworth[®]



Idaho State Bar —
The Advocate

Walsworth Offers Print and Design for the Idaho State Bar

Background

The Advocate is a law magazine and the official publication of the Idaho State Bar. It is printed nine times a year and distributed to an audience of nearly 8,000 subscribers in Idaho and across the country. Previously, the Idaho State Bar worked with a local printer and designer, but when their design needs changed, they found themselves in need of a comprehensive solution that included both printing and design services.

Challenge

The Idaho State Bar needed a new partner who could offer a full-service solution to meet both their printing and design needs. Finding a printing partner that could handle their project from design to delivery would save them time, streamline production and eliminate the need to hire additional internal staff.

After ending their partnership with the local printer, the Idaho State Bar partnered with a large-scale national printing company that offered the design and printing capabilities they were looking for. However, they soon began to experience issues with scheduling, ultimately causing the Idaho State Bar to miss crucial deadlines. It was clear that Idaho State Bar needed a new printing partner; one that could meet their design and production needs while also offering timely service.

Solution

Thanks to Walsworth's acquisition of the Donning Company years ago, the company is able to offer design services in addition to high-quality printing. In their search for the right printing partner, the Idaho State Bar finally came to Walsworth for a solution. Walsworth offered a proposal that not only covered the printing and mailing of The Advocate but also included design services, providing page layout and easy design solutions for the Bar's magazine, all while adhering to The Advocate's publication schedule.

Results

Since starting their relationship with Walsworth in 2024, the Idaho State Bar has been highly satisfied with the results. Walsworth prints The Advocate magazine in Saint Joseph, Michigan, with a typical length that ranges between 48 to 64 pages, printed with a saddle stitch binding and distributed nine times a year. As a result of their expert staff and comprehensive project management solutions, Walsworth is able to design, print and deliver The Advocate according to the Idaho State Bar's scheduling needs.

Additionally, thanks to Walsworth's book printing capabilities, the Bar has entrusted them with other projects, including their Membership Rule Book and Membership Desk Book, which are produced at Walsworth – Ripon. Walsworth will also be taking on the Idaho State Bar's next project, Tents to Towers, which is a special anniversary coffee table book that will be printed at Walsworth – Marceline.

Conclusion

The Idaho State Bar's decision to partner with Walsworth highlights the power of offering a comprehensive print and design solution, combined with timely delivery and ease of doing business. Walsworth's ability to provide both professional design services and full-service printing has allowed the Idaho State Bar to streamline their publishing operations and access high-quality, customized print products. By leveraging Walsworth's full range of capabilities, the Idaho State Bar has been able to focus on their core mission while entrusting their publishing needs to a reliable and capable partner.

