

NASW JOURNAL SPACE RESERVATION FORM

Advertiser/Agency: _____

Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Bill to: _____

Billing Address: _____

City/State/Zip: _____

Signature: _____ Date: _____

Circle One: Artwork Enclosed Artwork to Follow Copy to Follow

Journal: (Circle)

Social Work

Health and Social Work

Children & Schools

Social Work Research

Social Work Abstracts

Ad Size: (Circle) (Refer to NASW Journals advertising rates)

Cover 2 3 4

Full Page

$\frac{2}{3}$ Page Square

$\frac{1}{2}$ Page H

$\frac{1}{2}$ Page V

$\frac{1}{3}$ Page H

$\frac{1}{4}$ Page V

Ad Frequency: (Circle One) 1 Issue 3 Issues 6 Issues

Issue(s): (Circle)

January

February

March

April

May

June

July

August

September

October

November

December

Ad Rates: (Refer to NASW Journals advertising rates)

Payment: Check enclosed Please invoice (Payment due within 30 days)

Visa/ Master Card # _____ Exp. Mo/Yr _____

Terms:

Please refer to NASW Advertising Policy

a. The terms for all advertising charges are net 30 days.

b. Bonafide advertising agencies are entitled to a 15% discount.

c. NASW reserves the right to withhold advertising for any account that has an invoice unpaid beyond 90 days.

d. First-time advertisers are required to make full payment with this order to establish credit.

e. Visa and MasterCard accepted.

—No cancellations will be accepted after closing dates. Cover insertions may not be cancelled.

—Verbal confirmations are not accepted. All advertising must be received in writing by the space reservation date.

Contact: **Jim Snyder**, Ad Sales Manager, 703.764.5949

To Order: Send order form to NASW Advertising

Fax: 202.336.8312

E-mail: naswads@naswdc.org

Or mail: NASW Press, 750 First Street, NE, Suite 700, Washington, DC 20002-4241

2012 JOURNAL ADVERTISING RATES

Frequency: Published Quarterly
Preferred Copy: Hi-Res PDF file (Adobe Acrobat version 6.0 or higher)

Journal Specifications:

—Printed offset
—Trim Size: 7¹/₄" x 10"
—Perfect Bound
—Halftones: 120 line screen
—Text stock: 50lb offset, uncoated
—Cover stock: 9 point, coated two sides

Display Dimensions:

Ad Size	Inches
Cover 2 3 4	6" W x 8 ⁵ / ₈ " H
Full Page	6" W x 8 ⁵ / ₈ " H
² / ₃ Page	6" W x 5 ³ / ₄ " H
¹ / ₂ Page H	6" W x 4 ¹ / ₈ " H
¹ / ₂ Page V	2 ⁷ / ₈ " W x 8 ⁵ / ₈ " H
¹ / ₃ Page H	6" W x 2 ⁷ / ₈ " H
¹ / ₄ Page V	2 ⁷ / ₈ " W x 4 ¹ / ₈ " H

Social Work

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$2390	\$1912	\$1793
Cover 2	\$2150	\$1720	\$1613
Cover 3	\$2010	\$1608	\$1508
Full Page	\$1610	\$1288	\$1208
² / ₃ Page	\$1365	\$1092	\$1024
¹ / ₂ Page	\$1120	\$1008	\$840
¹ / ₃ Page	\$1010	\$808	\$758
¹ / ₄ Page	\$760	\$608	\$570

Health & Social Work

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$815	\$652	\$611
Cover 2	\$760	\$608	\$570
Cover 3	\$700	\$560	\$525
Full Page	\$575	\$460	\$431
² / ₃ Page	\$475	\$380	\$356
¹ / ₂ Page	\$385	\$347	\$289
¹ / ₃ Page	\$315	\$252	\$236
¹ / ₄ Page	\$285	\$228	\$214

Children & Schools

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$740	\$592	\$555
Cover 2	\$640	\$512	\$480
Cover 3	\$565	\$452	\$424
Full Page	\$525	\$420	\$394
² / ₃ Page	\$415	\$332	\$311
¹ / ₂ Page	\$330	\$297	\$248
¹ / ₃ Page	\$260	\$208	\$195
¹ / ₄ Page	\$200	\$160	\$150

Social Work Research & Social Work Abstracts

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$725	\$580	\$544
Cover 2	\$630	\$504	\$473
Cover 3	\$550	\$440	\$413
Full Page	\$510	\$408	\$383
² / ₃ Page	\$365	\$292	\$274
¹ / ₂ Page	\$330	\$297	\$248
¹ / ₃ Page	\$305	\$244	\$229
¹ / ₄ Page	\$235	\$188	\$176

Closing Dates:

Social Work and Children & Schools		Social Work Research and Social Work Abstracts		Health & Social Work	
Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
January	November 1	March	January 1	February	December 1
April	February 1	June	April 1	May	March 1
July	May 1	September	July 1	August	June 1
October	August 1	December	October 1	November	September 1