



NASW PRESS

# Media Kit

## 2011

The Advantage

The Access

The Audience

NASW



National Association of Social Workers

## THE ADVANTAGE

Social workers are our members—more than 145,000 of them. They work in mental health and health care, in child welfare and gerontology, in management and in private practice. They are on the front lines and behind the scenes. They are in large cities and in small communities. There are 56 NASW chapters located across all 50 states and Washington, DC, New York City, Puerto Rico, Virgin Islands, and Guam. Wherever you are, they are.

Advertise with NASW and reach the largest network of social workers in the world!

## THE ACCESS

**The National Association of Social Workers is the largest organization of professional social workers in the world.** NASW—can give you access to their purchasing power through our highly valued publications and our membership mailing list.

NASW Press, a division of NASW, is a leading scholarly press in the social sciences. *NASW NEWS* and *Social Work* are NASW's signature publications and reach each of the association's more than 145,000 members numerous times throughout the year. In addition, NASW Press publishes four specialty journals that reach specific segments of the profession four times each year. NASW publications have gained prominence in the United States and abroad.

## Online Advertising

Drive interest in your products and services with online advertising. The NASW Web site reaches over one million visitors per year. The Web site attracts not only its own membership, but anyone who seeks to understand what social work is and the services that social workers provide.

## THE AUDIENCE

### Who they are

- 96% master's degree level
- 82% female
- Median income of \$50,000-\$54,999
- Median years of social work experience is 16
- Median age is 46-50
- Major practice area is mental health

Beyond the profile, our readers are employed in a broad spectrum of settings, including social service agencies, hospitals, businesses, nursing homes, managed care, criminal justice, and government. They work as administrators, case managers, supervisors, educators, private practitioners, community organizers, school social workers, employee assistance counselors, and more.

Mailing list rentals are managed by INFOCUS. Visit [www.infocusnet.com](http://www.infocusnet.com) for more information on NASW mailing list orders.

### What they need

- Services for clients
- Continuing education opportunities
- Professional products and services
- Career development resources
- Job announcements

### What they read

*NASW NEWS* and *Social Work* are the best-known and most-read publications in the social work profession.

The *NASW NEWS* is delivered to members monthly with the exception of August and December. Members read it to stay in touch with in-depth news and developments in social work practice, public policy, legislation and regulations, research, and NASW programs and events.

*Social Work* is published quarterly and is a benefit of membership, reaching every NASW member four times a year. It is widely read by practitioners, faculty, and students. *Social Work* is dedicated to improving practice and advancing knowledge in social work and social welfare.

NASW's four specialty journals—*Health & Social Work*, *Children & Schools: A Journal of Social Work Practice*, *Social Work Research*, and *Social Work Abstracts*—are each published quarterly and have specific subscriber audiences.

NASW members and journal subscribers are prime audiences for advertisers who want to reach the social work market.

# WEB ADVERTISING

Online advertising is an effective compliment to your print campaign—it offers high-visibility and targeted promotions to site visitors. Maximize your advertising budget with these options.

## BANNER PLACEMENT & DISPLAY DIMENSIONS

	Top Banner	Left Side Banner	Right Side Banner 1/Banner 2*	Right Side Banner 2*	Bottom Banner
Size	350x60	160x80	160x80*	160x300	350x60

*Pricing (prices are based on a per month basis)*

### Top 10 Pages

(these are the top 10 pages as reported by our Web Trends reporting system every month. This will be updated monthly with the per-click statistical data on NASW's web site.)

Price per month	1515	1010	1010*	1265*	1265
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### Landing Pages

*(any page that can be accessed directly through the drop down menu that does NOT appear on the homepage)*

Price per month	1010	430	505*	760*	760
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### All other pages

*(any other pages which do not fit under the top level pages category or the top level links category)*

Price per month	760	380	380*	505*	505
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*\*This pricing is only relevant for the template with the right-hand side bar information.*

## PRICING

Pricing for banners has been divided into three main pricing structures:

- **Pricing For Top 10 Level Page Placement**
- **Pricing For Top Level Page Placement**
- **Pricing For Second Tier Level Page Placement**

## TOP 10 PAGE

Placement for these banners is based on the 10 most frequently trafficked pages as reported by NASW's web reporting system. A listing of the top pages will be updated on a bi-monthly basis.

Example:

1. <http://www.naswdc.org/login.asp>
2. <http://www.naswdc.org/logout.asp>
3. <http://www.socialworkers.org/credentials/>
4. <http://www.socialworkers.org/membercenter/>
5. <http://www.socialworkers.org/ce/>
6. <http://www.socialworkers.org/nasw/>
7. <http://www.socialworkers.org/passreminder.asp>
8. <http://www.socialworkers.org/contact.asp>
9. <http://www.socialworkers.org/students/>
10. <http://www.socialworkers.org/chapters/>

## TOP LEVEL

Web pages on socialworkers.org which can be accessed directly through the drop down menu and reported as a Top 10 page.

## SECOND TIER LEVEL

All other pages which do NOT qualify as Top 10 or a Landing Page.

## NASW SPECIFICATIONS

GIF or JPG. 32kb maximum.

See NASW Web Advertising Reservation Form. Online advertising layouts and other information are available at **[www.socialworkers.org/nasw/advertising](http://www.socialworkers.org/nasw/advertising)**.

All prices are monthly, based on the start date of the placement of the ad. Specialized pricing is available.

# NASW NEWS



NASW NEWS is the official newspaper of the National Association of Social Workers. It is provided to all **145,000 members** 10 times each year, with the exception of August and December. Members identify NASW NEWS as their most valued membership benefit.

NASW members are employed in a broad spectrum of settings and practice areas. These experienced professionals regularly recommend services to patients, rely on practice-management software, attend seminars, and make daily decisions on supply purchases for their practice.

NASW NEWS focuses on current events in social work and related fields. The "**MARKETPLACE**" section features job openings for social workers, a special conference and workshop segment, and other classified listings and display ads of interest to human services professionals.

*Established:* 1955

*Circulation:* 117,000 (plus 28,000 online subscriptions)

*Frequency:* January/ February/ March/ April/ May/ June/ July/ September/ October/ November

*No. of Pages:* 20-24 per issue

*ISSN:* 0027-6022

See 2011 NASW NEWS Advertising Rates for deadlines and rates. Advertising information is also available at [www.naswpress.org](http://www.naswpress.org). All prices are monthly, based on the start date of the placement of the ad. Specialized pricing is available.

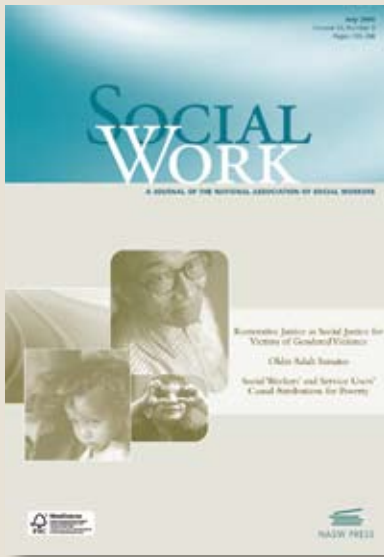
## GAIN THE NASW ADVANTAGE!

Maximize your NASW NEWS advertising reach with a **free posting** on the NASW Web site in the "Members Only" section.

Classified ads are automatically placed online.

Display ads are accepted in PDF format only.

# SOCIAL WORK



*Social Work* is the premier professional journal in the field of social work. As a membership benefit, it is mailed to all 145,000 members four times each year—January, April, July, and October. Market research affirms that this high-quality, peer-reviewed journal is read and kept by members and other human services professionals who cross areas of practice and professional interest.

*Social Work* covers important research findings, critical analyses, practice issues, and information on current social issues. NASW members who read *Social Work* have an ongoing need for patient treatment referrals, seminar and conference information, practice software, and management materials.

## SPECIAL FEATURES:

- Editorials and commentary
- Wide-ranging articles on emerging issues
- Practice Updates and a "Letters" section to promote dialogue

## The flagship journal of the social work profession

### Subscriber Analysis (not including NASW membership benefit)

Subscriber Type	No. Subscribers
Individuals	12%
Chapters	3%
Hospitals	1%
Libraries	60%
Resellers	5%
Schools	5%
Other	13%
<b>Total</b>	<b>100%</b>

Geographic Area	Percentage by Geography
Domestic	73%
Canadian	5%
Foreign	23%
<b>Total</b>	<b>100%</b>

Established: 1956  
Circulation: 148,000  
Frequency: January/ April/ July/ October  
No. of Pages: 96 per issue  
ISSN: 0037-8046

Issue	Closing
January	November 1
April	February 1
July	May 1
October	August 1

See NASW Journal Space Reservation Form and 2011 Journal Advertising Rates. Advertising information is also available at [www.naswpress.org](http://www.naswpress.org).

# HEALTH & SOCIAL WORK



For 20 years, human services professionals have relied on *Health & Social Work* for the latest advances in areas such as aging, clinical work, long-term care, oncology, substance abuse, depression, and maternal health. Articles have an interdisciplinary focus and cover research, policy, specialized services, quality assurance, in-service training, and other topics that affect the delivery of health care services. Subscribers are health care social workers, hospital social work directors, agency heads, health care educators, mental health care providers, and facility administrators.

## SPECIAL FEATURES:

- Descriptions of practice innovations and action research
- Reports on current legislative and political issues that have implications for social work practice
- Interdisciplinary focus

## Subscriber Analysis

### Paid Subscribers

Subscriber Type	No. Subscribers
Members*	30%
Students*	7%
Individuals	4%
Chapters	4%
Hospitals	4%
Libraries	40%
Resellers	2%
Schools	2%
Other	6%
<b>Total</b>	<b>100%</b>

### Subscribers by Geographic Region

Geographic Area	Percentage by Geography
Domestic	87%
Canadian	4%
Foreign	9%
<b>Total</b>	<b>100%</b>

Established: 1976

Circulation: 2,500

Frequency: February/ May/ August/ November

No. of Pages: 80 per issue

ISSN: 0360-7283

Issue	Closing
February	December 1
May	March 1
August	June 1
November	September 1

See NASW Journal Space Reservation Form and 2011 Journal Advertising Rates. Advertising information is also available at [www.naswpress.org](http://www.naswpress.org).

\*Members and students receive discount on paid subscription

# CHILDREN & SCHOOLS



*Children & Schools* publishes professional materials relevant to social work services for children. The journal publishes articles on innovations in practice, interdisciplinary efforts, research, program evaluation, policy, and planning. Topics include student-authority relationships, multiculturalism, early intervention, needs assessment, violence, and ADHD. *Children & Schools* is a practitioner-to-practitioner resource. Subscribers include school social workers, directors of special education, school principals, mental health practitioners, educators, school board members, and libraries.

## SPECIAL FEATURES:

- Showcases successful intervention approaches
- Covers programs and practice models that work in schools and communities
- Publishes guides for developing relevant courses and curricula

## Subscriber Analysis

### *Paid Subscribers*

Subscriber Type	No. Subscribers
Members*	43%
Students*	8%
Individuals	6%
Chapters	6%
Hospitals	0%
Libraries	27%
Resellers	2%
Schools	4%
Other	4%
<b>Total</b>	<b>100%</b>

### *Subscribers by Geographic Region*

Geographic Area	Percentage by Geography
Domestic	92%
Canadian	2%
Foreign	6%
<b>Total</b>	<b>100%</b>

Established: 1978  
 Circulation: 2,400  
 Frequency: January/ April/ July/ October  
 No. of Pages: 64 per issue  
 ISSN: 0162-7961

Issue	Closing
January	November 1
April	February 1
July	May 1
October	August 1

See NASW Journal Space Reservation Form and 2011 Journal Advertising Rates. Advertising information is also available at [www.naswpress.org](http://www.naswpress.org).

\*Members and students receive discount on paid subscription

# SOCIAL WORK RESEARCH



*Social Work Research* publishes exemplary research to advance the development of knowledge and inform social work practice. Widely regarded as the outstanding journal in the field, it includes analytic reviews of research, theoretical articles pertaining to social work research, evaluation studies, and diverse research studies that contribute to knowledge about social work issues and problems. Subscribers include researchers, faculty, administrators, students, and practitioners, public, university, agency, and government libraries.

## SPECIAL FEATURES:

- Original full-length articles
- Reports on research findings
- Editorials to stimulate useful dialogue
- Information on evidence based practice and use of research

## Subscriber Analysis

### *Paid Subscribers*

Subscriber Type	No. Subscribers
Members*	21%
Students*	5%
Individuals	6%
Chapters	5%
Hospitals	0%
Libraries	49%
Resellers	4%
Schools	4%
Other	6%
<b>Total</b>	<b>100%</b>

### *Subscribers by Geographic Region*

Geographic Area	Percentage by Geography
Domestic	83%
Canadian	4%
Foreign	13%
<b>Total</b>	<b>100%</b>

*Established:* 1977

*Circulation:* 2,500

*Frequency:* March/ June/ September/December

*No. of Pages:* 64 per issue

*ISSN:* 1070-5309

Issue	Closing
March	January 1
June	April 1
September	July 1
December	October 1

See NASW Journal Space Reservation Form and 2011 Journal Advertising Rates. Advertising information is also available at [www.naswpress.org](http://www.naswpress.org).

*\*Members and students receive discount on paid subscription*

# SOCIAL WORK ABSTRACTS



*Social Work Abstracts* is the primary source of articles on social work and social welfare, as well as on related fields. For over 30 years, it has been the starting point for literature searches in the field. Over 500 U.S. and international journals are reviewed and approximately 500 abstracts are published in each issue. Abstracts originally published in other languages are translated into English.

## SPECIAL FEATURES:

- Classification scheme under four major subject categories—Social Work Profession, Theory and Practice, Areas of Service, and Social Issues/Social Problems
- Subcategories within major topics
- Author and subject indexes in each issue
- Annual cumulative author and subject indexes

*Established:* 1977

*Circulation:* 1,000

*Frequency:* March/ June/ September/ December

*No. of Pages:* 130-160 per issue

*ISSN:* 1070-5317

<b>Issue</b>	<b>Closing</b>
March	January 1
June	April 1
September	July 1
December	October 1

See NASW Journal Space Reservation Form and 2011 Journal Advertising Rates. Advertising information is also available at [www.naswpress.org](http://www.naswpress.org).

# \*NASW ADVERTISING POLICY

The National Association of Social Workers (NASW) reserves the right to exercise control over the content of its publications in order to fulfill its legal obligations and to implement the policies adopted by its Board of Directors. NASW reserves the right unilaterally to reject or cancel advertising in its publications for any reason. Decisions regarding the acceptance of advertisements will be informed by the principles noted below.

## I. General

- a. NASW will comply with any applicable federal or District of Columbia laws.
- b. NASW NEWS and other NASW publications will not accept advertising for candidates for elective office.
- c. Advertisers bear all responsibility and liability for the content of their ads. Advertisers are cautioned to avoid content, including illustrations that may defame individuals or may be perceived as demeaning to any individual or group.
- d. Ads will not be accepted from agencies or individuals under sanction by NASW for violations of the NASW Code of Ethics.
- e. It is NASW's policy not to accept advertising for insurance products and related vendors that are not sponsored by the NASW Assurance Services, Inc.
- f. Evidence of accreditation by an accrediting body of the Council on Higher Education Accreditation must be submitted with ad placement requests for social work degree programs [see [www.ed.gov/admins/finaid/accred/index.html](http://www.ed.gov/admins/finaid/accred/index.html)].
- g. NASW reserves the right to reject advertisements inappropriate to a professional social work publication.

## II. Liability

- a. Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. NASW is not responsible for any claims made in an advertisement appearing in its publications.
- b. The advertiser and/or advertising agency assume liability for all ad content including text preparation and illustrations. By submitting an advertisement to NASW, the advertiser and/or advertising agency indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.
- c. NASW will not be bound by any term(s) or condition(s) that an advertiser includes on order forms or invoices unless NASW has agreed in writing to such term(s) or condition(s).
- d. Other than the return of any charge that has been paid, NASW is not liable for any alleged loss or damages if an advertisement is omitted for any reason.
- e. Advertiser claims for errors will be reviewed on a case-by-case basis with discounts offered for the advertisement in question or on the advertiser's next order provided it is determined that NASW made the error and that the error seriously affected advertising results.

## III. Personnel Advertising

- a. Personnel advertising in violation of federal or District of Columbia civil rights laws will not be accepted for publication.
- b. NASW will not maintain box numbers for recruitment advertisers.

## IV. Placement of Orders

- a. The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.
- b. To qualify for a multi-issue reduction, advertising must be placed on a contract basis on the terms applicable to individual periodicals. A contract starts with the first insertion. Sixty (60) days written notice is required for contract cancellation by publisher or advertiser. If a contract is cancelled, the charges for the ads placed while the contract was in force will be short-rated; i.e., the full one-time insertion rate will be applied retroactively for each ad actually placed. Advertising agency commissions and multiple-insertion discounts do not apply to classified (per line) ads.

- c. If new copy for contract ads is not received by the closing date, standing copy will be used. If usable standing copy is not available, the advertiser will remain liable for paying for the space contracted, even if NASW must substitute its own "house" advertising to fill the space. Likewise, advertisers who reserve display advertising space and do not cancel the reservation by the reservation/cancellation deadline, but who fail to provide the ad's copy/artwork in usable form per NASW specifications by the closing date, will be liable for paying for the space reserved, even if NASW must substitute its own "house" advertising to fill the empty space.
- d. NASW will provide notice of rate changes at the earliest feasible time and at least in the issue preceding the first issue to be affected. Any advertising contract ratified before a rate change is announced will be honored at the contracted rate for the life of the contract. Renewals of such contracts will be subject to the rates prevailing at the time of renewal.
- e. No cancellations will be accepted after closing dates. Advertisers who fail to notify the publisher of cancellation prior to closing date will be required to pay the full price for insertion. Cover insertion orders may not be cancelled.
- f. Current rates, dimensions, closing dates, and so forth are published in the NASW Media Kit (available on the Web at [www.naswpress.org/advertisers/](http://www.naswpress.org/advertisers/) and in print from NASW Press Marketing, ATTN: Advertising, 750 First St., NE, Suite 700, Washington, DC 20002-4241).
- g. NASW may require that an advertisement be labeled in some way to differentiate the paid advertising from announcements for NASW services or products.
- h. Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline date.
- i. NASW reserves the right to close deadlines early and without notice if available advertising space in an issue is sold out.
- j. Positioning of ads will be at NASW's discretion, although advertiser's preference will be met when practicable.

## V. Copy

- a. Advertisements that resemble the format and layout of the periodical itself will not be accepted without the label "Advertisement." NASW reserves the right to require this label on any and all advertisements.
- b. NASW reserves the right to add its own specific disclaimer to any ad.
- c. Copy requirements, specifications and policies for each NASW publication are stated in the NASW Media Kit (available on the Web at [www.naswpress.org/advertisers/](http://www.naswpress.org/advertisers/) and in print from NASW Press Marketing, ATTN: Advertising, 750 First St., NE, Suite 700, Washington, DC 20002-4241).

## VI. Inserts

- a. Preprinted inserts will be priced at a two-page black-and-white rate plus binding charges. Advertisers should inquire about stock and size requirements before printing. Sample copy for all inserts and postcards must be submitted to NASW for approval 60 days prior to issue date. Inserts are available for journals only. The NASW NEWS does not accept inserts.

## VII. Terms

- a. The terms for all advertising charges are net 30 days.
- b. With the exception of the placement of line ads in the NASW NEWS, bona fide advertising agencies are entitled to a 15 percent commission.
- 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 their advertisement insertion order to establish credit.
- e. Visa and MasterCard are accepted.

# NASW WEB ADVERTISING RESERVATION FORM

Advertiser/Agency: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Bill to: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ P.O. # \_\_\_\_\_

**Month(s) ad is to run (please circle):**

January	February	March	April	May	June
July	August	September	October	November	December

**Ad Size/Position (check one):**

- |  |  |
|--|--|
| <input type="checkbox"/> Top 350x60—Top 10 Page              | <input type="checkbox"/> Bottom 350x60—Top 10 Page             |
| <input type="checkbox"/> Top 350x60—Top Level                | <input type="checkbox"/> Bottom 350x60—Top Level               |
| <input type="checkbox"/> Top 350x60—Non-Top Page/Level       | <input type="checkbox"/> Bottom 350x60—Non-Top Page/Level      |
| <input type="checkbox"/> Left Side 160x80—Top 10 Page        | <input type="checkbox"/> Right Side 160x80—Top 10 Page         |
| <input type="checkbox"/> Left Side 160x80—Top Level          | <input type="checkbox"/> Right Side 160x80—Top Level           |
| <input type="checkbox"/> Left Side 160x80—Non-Top Page/Level | <input type="checkbox"/> Right Side 160x80—Non-Top Page/Level  |
|  | <input type="checkbox"/> Right Side 160x300—Top 10 Page        |
|  | <input type="checkbox"/> Right Side 160x300—Top Level          |
|  | <input type="checkbox"/> Right Side 160x300—Non-Top Page/Level |

**Rates:** Please refer to [www.socialworkers.org/nasw/advertising](http://www.socialworkers.org/nasw/advertising)

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

Visa/Master Card # \_\_\_\_\_ Exp. Mo/Yr \_\_\_\_\_

**Terms:** Please refer to NASW Advertising Policy

- The terms for all advertising charges are net 30 days.
- Bonafide advertising agencies are entitled to a 15% discount.
- NASW reserves the right to withhold advertising for any account that has an invoice unpaid beyond 90 days.
- First-time advertisers are required to make full payment with this order to establish credit.
- Visa and MasterCard accepted.

—Cancellations made after a banner ad has been posted to the Web site will not be accepted.

**Contact:** Jim Snyder, 703.764.5949, or e-mail [naswads@naswdc.org](mailto:naswads@naswdc.org)

**To Order:** Send order form to NASW Advertising  
**Fax:** 202.336.8312  
**E-mail:** [naswads@naswdc.org](mailto:naswads@naswdc.org)  
**Or mail:** NASW Press, 750 First Street, NE, Suite 700, Washington, DC 20002-4241

# NASW NEWS CLASSIFIED (LINE) AD SPACE RESERVATION

Name: \_\_\_\_\_ P.O. # \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Ad Rate:** \$18.10 per line with approximately 45 characters per line

**Issue(s):** (Circle)

January	February	March	April	May
June	July	September	October	November

**Ad Frequency:** (Circle)

1 Issue	2 Issues	3 Issues	4 Issues	5 Issues
6 Issues	7 Issues	8 Issues	9 Issues	10 Issues

**Payment Method:** (Check one)

Check Enclosed

Please invoice (Payment due within 30 days)

Visa/Master Card # \_\_\_\_\_ Exp. Mo/Yr \_\_\_\_\_

**Terms:**

Please refer to NASW Advertising Policy: [www.naswpress.org/resources/advertising/policy.html](http://www.naswpress.org/resources/advertising/policy.html)

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

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

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

d. Please send ad via email as plain text or an MS Word document. Ad must be in black and white, no color accepted.

**No cancellations will be accepted after closing dates. All advertising reservations and cancellations must be received in writing, no verbal ad orders or cancellations accepted.**

**To Order:**

Send order form to NASW Advertising

**Fax:** 202.336.8312

**Email:** [naswads@naswdc.org](mailto:naswads@naswdc.org)

**Ad Cost** (To Be Filled Out By Advertising Assistant Only):

Lineage: \_\_\_\_\_ x \$18.10 = \_\_\_\_\_

# NASW NEWS 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

**Issue(s):** (Circle)

January	February	March	April	May
June	July	September	October	November

**Ad Size:** (Circle)

*Center Spread and Covers 2, 3, and 4 are four-color process.*

Center Spread	Cover 2	Cover 3	Cover 4	Full Page	<sup>3</sup> / <sub>5</sub> Page V
<sup>1</sup> / <sub>2</sub> Page H	<sup>2</sup> / <sub>5</sub> Page V	<sup>3</sup> / <sub>10</sub> Square	<sup>1</sup> / <sub>5</sub> Page V	<sup>1</sup> / <sub>10</sub> Page H	<sup>1</sup> / <sub>10</sub> Page V

**Ad Rates:** (Refer to NASW News advertising rates)

**Ad Frequency:** (Circle)

1 Issue	2 Issues	3 Issues	4 Issues	5 Issues
6 Issues	7 Issues	8 Issues	9 Issues	10 Issues

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

Visa/ Master Card # \_\_\_\_\_ Exp. Mo/Yr \_\_\_\_\_

**Terms:**

Please refer to NASW Advertising Policy

- The terms for all advertising charges are net 30 days.
- With the exception of the placement of line ads, bonafide advertising agencies are entitled to a 15% discount.
- NASW reserves the right to withhold advertising for any account that has an invoice unpaid beyond 90 days.
- First-time advertisers are required to make full payment with this order to establish credit.
- 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

# 2011 NASW NEWS ADVERTISING RATES

*Circulation: 117,000 (plus 28,000 online subscriptions)*  
*Frequency: 10 times a year, every month except August and December*

Advertisers who reserve display advertising space and do not cancel the reservation by the reservation/cancellation deadlines posted here, but who fail to provide the ad's copy/artwork in usable form (see Mechanical Requirements) by the "Display Ad Copy/Artwork Deadlines" posted here, will be liable for paying for the space reserved, even if NASW must substitute its own "house" advertising to fill the empty space. NASW reserves the right to close deadlines early and without notice if available advertising space in an issue is sold out.

Ad Size	Rates			Dimensions (Inches)
	1 Issue	5 Issues (each)	10 Issues (each)	
Center Spread (2 pgs.)*	\$17,425	\$15,683	\$13,940	21 <sup>1</sup> / <sub>8</sub> " W x 14" H
Cover 4*	\$11,515	\$10,364	\$9,212	10" W x 14" H
Cover 2*	\$10,095	\$9,086	\$8,076	10" W x 14" H
Cover 3*	\$8,915	\$8,024	\$7,132	10" W x 14" H
Full Page	\$8,075	\$7,268	\$6,460	10" W x 14" H
3/5 Page	\$5,450	\$4,905	\$4,360	6" W x 14" H
1/2 Page	\$4,815	\$4,334	\$3,852	10" W x 6 <sup>3</sup> / <sub>4</sub> " H
2/5 Page	\$3,485	\$3,137	\$2,788	3 <sup>15</sup> / <sub>16</sub> " W x 14" H
3/10 Page	\$2,765	\$2,489	\$2,212	6" W x 6 <sup>3</sup> / <sub>4</sub> " H
1/5 Page	\$2,145	\$1,931	\$1,716	3 <sup>15</sup> / <sub>16</sub> " W x 6 <sup>3</sup> / <sub>4</sub> " H
1/10 Page	\$915	\$824	\$732	H 3 <sup>15</sup> / <sub>16</sub> " W x 3 <sup>1</sup> / <sub>16</sub> " H V 1 <sup>7</sup> / <sub>8</sub> " W x 6 <sup>3</sup> / <sub>4</sub> " H
Per Line (classified)	\$18.10			Approx. 45 characters per line, as typeset (We cannot provide billing estimates for line ads)

\*Center Spread and Covers 2, 3 and 4 only are four-color process.

Bona fide advertising agencies receive a 15% discount on display ads. The ad agency commission and multiple-insertion discounts do not apply to classified (per line) ads.

## DEADLINES:

Issue	Classified Ad Copy Deadline. Display Ad Space Reservation/ Cancellation Deadline	Display Ad Copy/ Artwork Deadline
January 2011	November 15, 2010	November 17, 2010
February 2011	January 5, 2011	January 7, 2011
March 2011	February 7, 2011	February 9, 2011
April 2011	March 7, 2011	March 9, 2011
May 2011	April 5, 2011	April 7, 2011
June 2011	May 5, 2011	May 9, 2011
July 2011	June 6, 2011	June 8, 2011
September 2011	August 5, 2011	August 8, 2011
October 2011	September 6, 2011	September 8, 2011
November 2011	October 5, 2011	October 7, 2011
January 2012	November 14, 2011	November 16, 2011
February 2012	January 5, 2012	January 7, 2012

## NASW NEWS SPECIFICATIONS:

- Printed offset in tabloid format
- Single page image area: 10" W x 14" H
- Five columns per page
- Halftones: 100 line screen
- Stock: 35lb premium 80 newsprint
- Not accepted: bleeds, inserts, and bind-ins
- Color: Black and white, except four-color process (CMYK) available on Center Spread and Covers 2, 3, 4

# NASW NEWS AD MECHANICAL REQUIREMENTS

## CLASSIFIED (PER LINE) ADS

Paste the text of your ad into an e-mail and send to [naswADS@naswdc.org](mailto:naswADS@naswdc.org)

(You may also send classified ad copy as a Microsoft Word 2003 (or lower) document attached to your e-mail. Do NOT send documents created in other programs other than Microsoft Word.)

Your e-mail must state the issue you want the ad placed in (e.g., January) and must include all contact and billing information.

## BLACK-AND-WHITE DISPLAY ADS

### Preferred: PDF

Please **carefully observe the following guidelines** to avoid common problems we encounter with PDFs. If PDFs supplied by the artwork deadline do not meet our specifications and fail to output after being placed in our layout, the policy above on payment liability despite the ad's omission will apply. If PDFs must be corrected by NASW in order to print properly on press, a 25% surcharge may apply.

- Once you have designed your ad and generated a PDF, open the PDF in Adobe Photoshop or a similar image-editing program and **SAVE AS a 300 d.p.i. grayscale TIFF image**. (This converts the PDF to pixels and eliminates many of the PostScript errors we encounter.)
- Then, save the TIFF image as a Single Image PDF. (This is the PDF you will send to us.)
- E-mail PDF to: [naswADS@naswdc.org](mailto:naswADS@naswdc.org)

Most display ads furnished as PDFs will also be posted at no charge on NASW's NASW News Web site for the duration of the issue's posting (usually one month). Large PDF files (1 MB+) and PDFs that have to be converted to other formats because of printing output problems may not be posted to the Web.

### Alternative: Display ad copy TO BE TYPESET:

- Supply Microsoft Word 2003 (or lower) document, using boldface and italics where desired in the final typeset ad. Fonts used in typesetting will be chosen by NASW News.
- Do NOT send documents created in other programs other than Microsoft Word (e.g., WordPerfect, Microsoft Publisher, etc.). Ensure that your Word document is virus-free.
- Display ads to be typeset **cannot** include art, logos, etc.
- E-mail to: [naswADS@naswdc.org](mailto:naswADS@naswdc.org)

## COLOR DISPLAY ADS

*(Covers 2, 3 and 4 and Center Spread only)*

### Required: PDF

Please **carefully observe the following guidelines** to avoid common problems we encounter with color PDFs. If PDFs supplied by the artwork deadline do not meet our specifications and fail to output after being placed in our layout, the policy above on payment liability despite the ad's omission will apply. If PDFs must be corrected by NASW in order to print properly on press, a 25% surcharge may apply.

- Once you have designed your ad and generated a PDF, open the PDF in Adobe Photoshop or a similar image-editing program and **SAVE AS a 300 d.p.i. CMYK Photoshop PDF**. (This converts the PDF to pixels and eliminates many of the PostScript errors we encounter.)
- Then, open the Photoshop PDF you just created in Adobe Acrobat. Select File > Save As, and save the file as an Adobe PDF **compatible with Acrobat 4**. (This is the PDF you will send to us.)
- E-mail PDF to: [naswADS@naswdc.org](mailto:naswADS@naswdc.org)

Most display ads furnished as PDFs will also be posted at no charge on NASW's NASW News Web site for the duration of the issue's posting (usually one month). Large PDF files (1 MB+) and PDFs that have to be converted to other formats because of printing output problems may not be posted to the Web.

**Please note:** All advertisers must comply with the NASW Advertising Policy.

# 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

# 2011 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: 7<sup>1</sup>/<sub>4</sub>" 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 <sup>5</sup> / <sub>8</sub> " H
Full Page	6" W x 8 <sup>5</sup> / <sub>8</sub> " H
<sup>2</sup> / <sub>3</sub> Page	6" W x 5 <sup>3</sup> / <sub>4</sub> " H
<sup>1</sup> / <sub>2</sub> Page H	6" W x 4 <sup>1</sup> / <sub>8</sub> " H
<sup>1</sup> / <sub>2</sub> Page V	2 <sup>7</sup> / <sub>8</sub> " W x 8 <sup>5</sup> / <sub>8</sub> " H
<sup>1</sup> / <sub>3</sub> Page H	6" W x 2 <sup>7</sup> / <sub>8</sub> " H
<sup>1</sup> / <sub>4</sub> Page V	2 <sup>7</sup> / <sub>8</sub> " W x 4 <sup>1</sup> / <sub>8</sub> " H

## Social Work

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$2275	\$1820	\$1706
Cover 2	\$2035	\$1628	\$1526
Cover 3	\$1915	\$1532	\$1436
Full Page	\$1530	\$1224	\$1148
<sup>2</sup> / <sub>3</sub> Page	\$1300	\$1040	\$975
<sup>1</sup> / <sub>2</sub> Page	\$1065	\$959	\$799
<sup>1</sup> / <sub>3</sub> Page	\$960	\$768	\$720
<sup>1</sup> / <sub>4</sub> Page	\$720	\$576	\$540

## Health & Social Work

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$775	\$620	\$581
Cover 2	\$725	\$580	\$544
Cover 3	\$665	\$532	\$499
Full Page	\$550	\$440	\$413
<sup>2</sup> / <sub>3</sub> Page	\$455	\$364	\$341
<sup>1</sup> / <sub>2</sub> Page	\$365	\$329	\$274
<sup>1</sup> / <sub>3</sub> Page	\$300	\$240	\$225
<sup>1</sup> / <sub>4</sub> Page	\$270	\$216	\$203

## Children & Schools

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$705	\$564	\$529
Cover 2	\$610	\$488	\$458
Cover 3	\$535	\$428	\$401
Full Page	\$500	\$400	\$375
<sup>2</sup> / <sub>3</sub> Page	\$395	\$316	\$296
<sup>1</sup> / <sub>2</sub> Page	\$315	\$284	\$236
<sup>1</sup> / <sub>3</sub> Page	\$245	\$196	\$184
<sup>1</sup> / <sub>4</sub> Page	\$190	\$152	\$143

## Social Work Research & Social Work Abstracts

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$690	\$552	\$518
Cover 2	\$600	\$480	\$450
Cover 3	\$525	\$420	\$394
Full Page	\$485	\$388	\$364
<sup>2</sup> / <sub>3</sub> Page	\$345	\$276	\$259
<sup>1</sup> / <sub>2</sub> Page	\$315	\$284	\$236
<sup>1</sup> / <sub>3</sub> Page	\$290	\$232	\$218
<sup>1</sup> / <sub>4</sub> Page	\$225	\$180	\$169

## 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

# ABOUT NASW

The National Association of Social Workers (NASW), in Washington, D.C., is the largest membership organization of professional social workers with 145,000 members. It promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the well-being of individuals, families, and communities through its advocacy.



750 First Street, N. E., Suite 700  
Washington, D.C. 20002-4241

TO RESERVE SPACE  
Contact Jim Snyder at (703) 764-5949 or  
NASW Advertising at (202) 336-8208  
Or, email: [naswADS@naswdc.org](mailto:naswADS@naswdc.org)  
(202) 408-8600

FOR MORE INFORMATION VISIT NASW ONLINE  
[WWW.SOCIALWORKERS.ORG](http://WWW.SOCIALWORKERS.ORG)