

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 Frequency: (Circle)

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

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	$\frac{3}{5}$ Page V
$\frac{1}{2}$ Page H	$\frac{2}{5}$ Page V	$\frac{3}{10}$ Square	$\frac{1}{5}$ Page V	$\frac{1}{10}$ Page H	$\frac{1}{10}$ Page V

Ad Rates: (Refer to NASW News advertising rates)

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

Visa/ Master Card/AMEX # _____ 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, MasterCard, and AMEX are 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 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.)*	\$17,775	\$15,998	\$14,220	21 ¹ / ₈ " W x 14" H
Cover 4*	\$11,745	\$10,571	\$9,396	10" W x 14" H
Cover 2*	\$10,300	\$9,270	\$8,240	10" W x 14" H
Cover 3*	\$9,100	\$8,190	\$7,280	10" W x 14" H
Full Page	\$8,235	\$7,412	\$6,588	10" W x 14" H
3/5 Page	\$5,560	\$5,004	\$4,448	6" W x 14" H
1/2 Page	\$4,910	\$4,419	\$3,928	10" W x 6 ³ / ₄ " H
2/5 Page	\$3,555	\$3,200	\$2,844	3 ¹⁵ / ₁₆ " W x 14" H
3/10 Page	\$2,820	\$2,538	\$2,256	6" W x 6 ³ / ₄ " H
1/5 Page	\$2,190	\$1,971	\$1,752	3 ¹⁵ / ₁₆ " W x 6 ³ / ₄ " H
1/10 Page	\$935	\$842	\$748	H 3 ¹⁵ / ₁₆ " W x 3 ¹ / ₁₆ " H V 1 ⁷ / ₈ " W x 6 ³ / ₄ " H
Per 45 (forty-five) characters (classified)	\$18.45			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 2012	November 14, 2011	November 16, 2011
February 2012	January 5, 2012	January 7, 2012
March 2012	February 6, 2012	February 8, 2012
April 2012	March 5, 2012	March 7, 2012
May 2012	April 5, 2012	April 9, 2012
June 2012	May 7, 2012	May 9, 2012
July 2012	June 5, 2012	June 7, 2012
September 2012	August 6, 2012	August 8, 2012
October 2012	September 5, 2012	September 7, 2012
November 2012	October 5, 2012	October 8, 2012
January 2013	November 9, 2012	November 12, 2012
February 2013	January 7, 2013	January 7, 2013

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

(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

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

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

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.