

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	$\frac{3}{5}$ 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)

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

2010 NASW NEWS ADVERTISING RATES

Circulation: Over 150,000 (including Web distribution)
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.)*	\$17,250	\$15,525	\$13,800	21 ¹ / ₈ " W x 14" H
Cover 4*	\$11,400	\$10,260	\$9,120	10" W x 14" H
Cover 2*	\$9,995	\$8,996	\$7,996	10" W x 14" H
Cover 3*	\$8,825	\$7,943	\$7,060	10" W x 14" H
Full Page	\$7,995	\$7,196	\$6,396	10" W x 14" H
3/5 Page	\$5,395	\$4,856	\$4,316	6" W x 14" H
1/2 Page	\$4,765	\$4,289	\$3,812	10" W x 6 ³ / ₄ " H
2/5 Page	\$3,450	\$3,105	\$2,760	3 ¹⁵ / ₁₆ " W x 14" H
3/10 Page	\$2,735	\$2,462	\$2,188	6" W x 6 ³ / ₄ " H
1/5 Page	\$2,125	\$1,913	\$1,700	3 ¹⁵ / ₁₆ " W x 6 ³ / ₄ " H
1/10 Page	\$905	\$815	\$724	H 3 ¹⁵ / ₁₆ " W x 3 ¹ / ₁₆ " H V 1 ⁷ / ₈ " W x 6 ³ / ₄ " H
Per Line (classified)	\$17.90			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 2010	November 16, 2009	November 18, 2009
February 2010	January 5, 2010	January 7, 2010
March 2010	February 4, 2010	February 8, 2010
April 2010	March 4, 2010	March 8, 2010
May 2010	April 5, 2010	April 7, 2010
June 2010	May 5, 2010	May 7, 2010
July 2010	June 4, 2010	June 7, 2010
September 2010	August 5, 2010	August 6, 2010
October 2010	September 3, 2010	September 7, 2010
November 2010	October 5, 2010	October 7, 2010
January 2011	November 15, 2010	November 17, 2010
February 2011	January 5, 2011	January 7, 2011

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.