

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

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.
—**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

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

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	1590	1060	1060*	1330*	1330
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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	1060	450	530*	800*	800
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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	800	400	400*	530*	530
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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**.

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