

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

2016 Pricing and Placement (check one):

	TOP Leaderboard (728 W x 90 H)	LEFT COLUMN Wide Skyscraper (160 W x 600 H)	LEFT COLUMN Rectangle (180 W x 150 H)
Tier 1	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,200
Tier 2	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$800
Tier 3	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$500

Note: All prices are monthly, based on the start date of the placement of the ad.

Payment: Check enclosed Please invoice (Payment due within 30 days)
 Visa/Master Card/American Express/Discover # _____ Exp. Mo/Yr _____

Terms: Please refer to [NASW Advertising Policy](#)
 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 invoice unpaid beyond 90 days.
 c. First-time advertisers are required to make full payment with this order to establish credit.
 d. Visa, MasterCard, American Express, and Discover are 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@naswadc.org

To Order: Send order form to NASW Advertising
Fax: 202.336.8312
E-mail: naswads@naswadc.org
Or mail: NASW Press, 750 First Street, NE, Suite 800, Washington, DC 20002-4241

WEB BANNER ADVERTISING

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

2016 PRICING AND PLACEMENTS

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Tier 2	\$1,400	\$1,200	\$800
Tier 3	\$1,000	\$900	\$500

Note: All prices are monthly, based on the start date of the placement of the ad.

PLACEMENT DESCRIPTIONS

Tier 1: Web pages with unique page views of 20,000 and up.

Tier 2: Web pages with unique page views between 5,000 and 19,999.

Tier 3: Web pages with unique page views of 5,000 and below.

RESERVATION FORM

Click here to access the NASW
[Web Advertising Reservation form.](#)

AD SPECIFICATIONS

JPG. 40kb maximum.

The screenshot displays a web page layout with the following ad placements:

- Leaderboard - 728x90:** A horizontal banner at the top of the page.
- Rectangle 180x150:** A vertical banner on the left side of the main content area.
- Wide Skyscraper 160x600:** A tall vertical banner on the far left side of the page.