

GENERAL ADVERTISING POLICIES:

- All advertisements submitted for publication must follow NASW-PA's advertising policies.
- All paid content must first be approved by NASW-PA editorial staff prior to any agreement or production of the content to ensure it meets the standards expected of the platform(s), is of interest to the platform(s) audience, and is aligned with NASW-PA editorially and follows the guidelines outlined here.
- All advertisements to be submitted for publication must be received by the submission deadlines.
- All ads are subject to NASW-PA review and approval. NASW-PA reserves the right to reject or remove any ad for any reason.
- NASW-PA reserves the right to request modification of advertising images, content, color, style, animation, or other artistic properties to maintain its established look and feel.
- Advertisements must be submitted in a suitable file format. Suitable Formats for Advertisements: .jpeg, .pdf, .jpg, .png, (.pdf is preferred in most cases)
- NASW-PA Editorial staff reserve the right to resize advertisements as necessary to fit the publication, web page, or other advertising medium.
- All advertisements must be related in some way to the field of social work. No advertisements for insurance, banking, or travel can be accepted due to non-profit postal regulations.
- NASW-PA reserves the right to determine the placement of all advertisements appearing in the newsletter.
- NASW-PA reserves the right to limit the number of advertisements to be included in each publication, web page, or other advertising medium.
- NASW-PA reserves the right to deny any advertisement that conflicts with NASW-PA events or that conflicts with NASW views and/or Code of Ethics.

- Advertisers are responsible for securing all trademarks, patents and copyrights related to content and images submitted for publication.
- Advertisers are responsible for the validity of their claims and the legality of their practices.
- Advertiser warrants that items and services advertised are available to all regardless of race, color, sex, sexual orientation or national origin.
- NASW-PA further reserves the right to cancel advertising prior to publication even if it has previously accepted it.
- If the advertiser breaks any of these policies or is found to be acting unethically, NASW-PA reserves the right to cancel future advertising/sponsorship contracts with the advertiser.
- If an advertiser wishes to publish an ad for multiple issues, they may change the copy. However, the ad from the previous issue will be used unless the advertiser submits a new copy by the current issue's submission deadline.
- All publication dates are subject to change.

SPONSORED CONTENT POLICIES:

- NASW-PA editorial staff must approve the sponsored content at least four weeks ahead of the projected print/submission deadline.
- In compliance with the FTC sponsored content that could resemble editorial content will be clearly labeled with the words "sponsored" or "advertisement"
- NASW-PA reserves the right to deny sponsored article/content if it does not seem to provide valuable and relevant content to Pennsylvania social workers. (ex. If the content of the article is driven mostly by advertising a product rather than providing interesting content to readers)

SPONSORED BLAST EMAIL POLICIES:

- NASW-PA reserves the right to decide the date and time the email will be sent.
- NASW-PA requires payment for each blast email to be sent out unless it is a NASW-PA sponsored event or unless a reciprocal agreement has been reached.

- Blast email content must be sent to NASW-PA office at least 5 business days in advance of the requested send date.
- NASW-PA reserves the right to determine the frequency with which an advertisement or announcement will be sent.
- NASW-PA reserves the right to change or edit the content of the email as we decide is necessary.
- NASW-PA will not send more than one blast email to the entire membership per day unless there is an unexpected emergency or urgent update. Division specific announcements may be sent in addition to entire membership announcements.

- Deadlines for *The Pennsylvania Social Worker* Advertisement submissions:
 - Winter (March/April/May/June): **February 1**
 - Summer (July/August/September/October): **June 1**
 - Fall (Nov/Dec/January/February): **October 1**