

Advertisement Rates, Deadlines and Requirements

Thank you for your inquiry about advertising with NASW/Texas. The National Association of Social Workers is the largest organization of social workers in the world with over 150,000 members. The Texas Chapter of NASW serves nearly 6,000 professional social workers.

Please contact Virginia Cantu at vcantu.naswtx@socialworkers.org or 512-474-1454 for more information or to place an order.

General Advertising Policies

All advertising is accepted at the discretion of the publisher, NASW/Texas, and in no way reflects endorsement of services and/or products. There is no guaranteed placement for any advertising. Advertisers who place a regular monthly advertisement will receive priority placement on a rotating basis. NASW/Texas reserves the right to reject advertising that violates the spirit and intent of our national and state policies. We regret that we are unable to accept advertising that includes registration forms for continuing education programs.

NETWORK Newsletter (PRINT)

As of **July 1, 2016**, the Chapter will publish the NETWORK newsletter for our membership **TWICE** per year (**April and July**) in order to transition over to an online version in the near future. All ad copy must be typed and received by the 20th of the preceding month. All issues of NETWORK are mailed to members on the 15th of the month. NETWORK is also mailed to graduate and undergraduate schools of social work and other professionals.

CEU Opportunities: \$50.00 for the first twenty words; 35 cents for each additional word. \$50.00 minimum charge. Four or more listings are \$32.00 each; 35 cents for each additional word within the same issue.

Classified Advertisements: \$50.00 for the first twenty words; 35 cents for each additional word. \$50.00 minimum charge.

Display Ads: Dimensions given are for the borderline going around the ad. Ads must be camera ready for these prices. Camera-ready means that the ads do not have to be entered into the computer, they can be given directly to the printer. Faxed ads are not considered camera ready. For non-camera ready display ads, there is an additional \$30.00 preparation fee. Camera-ready advertisements must meet the standards for typesetting in the publication. Advertisements must not need additional typesetting in order to be considered camera ready.

Display Ad Type	Dimensions	Rate
Full page	7 1/2" by 10" vertical	\$525.00
1/ 2 page - back full color	7 1/2" by 5" horizontal	\$650.00
1/2 page - back cover b&w	7 1/2" by 5" horizontal	\$425.00
1/ 2 page	7 1/2" by 5" horizontal	\$350.00
1/ 3 page	4 3/4" by 5" horizontal <i>or</i> 2 3/8" by 10" vertical	\$250.00
1/ 4 page	3 3/4" by 5" vertical	\$225.00

Online Advertising

Display and classified advertising is available on select sections of our website, www.naswtx.org.

Online Display Ads: Ads must be submitted in JPEG or PNG format with a 72 resolution and at the pixel ratio listed below. Art should be sent to Virginia Cantu at vcantu.naswtx@socialworkers.org. She will contact you with billing information. See each advertising option for deadline.

Featured Display Ads:

- Homepage Display Ad: This ad is featured on our homepage as well as on all subpages so your audience is sure to see it! One ad accepted per 30 day period.
- Subpage Display Ad: This ad is featured on all subpages. One ad accepted per 30 day period.

Any Featured Display Ad running for 6 months or more will receive a 20% discount.

WEB Display Ad Type	Size (pixels)	Rate
Featured Home Page Display Ad	241 x 231	\$750.00
Featured Sub-Page Display Ad	241 x 231	\$500.00

E-News Display Ads: Online E-News Display advertisements appear on the web pages containing articles from our monthly e-news, which is sent by email to our membership. Readers must click through the email to access the pages with advertisements. E-News Display ads appear on two pages (Features and Departments) in a column along the right side of the page. Ads will be placed in the order received each month. Advertisers may pay an additional \$25 fee to obtain the top position in the column; one accepted per month. Art must be received by the 20th of the month preceding publication. E-News is sent to our membership by the 5th of the month.

E-NEWS Display Ad Type	Size (pixels)	Rate
Skyscraper	120 x 600	\$400.00
Vertical Banner	120 x 240	\$325.00
Button	120 x 90	\$225.00
Small Button	120 x 60	\$200.00

Online Classifieds: Online Classified ads may be posted at any time during the month and run for 30 days from the date posted. The fee to run either option listed below costs \$50 for the 1st 150 words and \$1 for each word thereafter. Ads are posted as they are received.

- **Continuing Education Opportunities**
- **Online Job Bulletin**
- **Classified**

Listserv Job Bulletin Advertisements

NASW/Texas also offers a Listserv Job Bulletin Advertising Opportunity. This will only go out to our members as a member benefit. Members can opt out at any time if they do not wish to receive job bulletins on the listserv. The cost to post a job ad on the listserv is \$75 per month, plus a \$15 admin fee. Ads and inquiries should be directed to vcantu.naswtx@socialworkers.org. A Listserv Advertising agreement must be completed before an ad can be posted.