

FOCUS

SCHEDULE OF DEADLINE DATES*

FEBRUARY Deadline:	January 1
APRIL Deadline:	March 1
JUNE Deadline:	May 1
AUGUST Deadline:	July 1
OCTOBER Deadline	Sept 1
DECEMBER Deadline:	Nov 1

GENERAL CONDITIONS

1. No advertisement shall be published unless an insertion order in writing is received at the office of the Publisher no later than the closing deadline specified by the Publisher for the issue(s) desired.
2. Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change in writing is received at the office of the Publisher no later than the closing date for the issue(s) desired. In the event copy changes are not properly confirmed in writing, Advertiser's most recent advertisement shall be inserted.

GENERAL CONDITIONS (CON'T)

3. In the event all necessary advertising materials are not received at the office of the Publisher prior to closing deadline for the issue(s) desired, Publisher cannot guarantee insertion of such advertisement(s) in such issue(s).
4. No advertisement may be canceled after the specific closing deadline for the issue in which it is scheduled to appear.
5. Advertiser must submit payment along with the insertion order.
6. Publisher shall not be responsible for errors caused by typesetters.
7. Publisher shall not be responsible for claims made in advertisement; shall indemnify and hold Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
8. Position of advertisement shall be under the exclusive discretion and control of the Publisher, unless a position of guarantee fee is paid for by the Advertiser, which will be determined by the Publisher.
9. All advertisements are subject to approval by Publisher. Such approval shall be granted or withheld solely at Publisher's absolute discretion.
10. Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents; and Advertiser shall indemnify and hold Publisher harmless from any liability of any kind whatsoever resulting from publication thereof including reasonable attorney's fees and all other associated costs of litigation.
11. In the event a dispute arises between Publisher and Advertiser which is not specifically governed by previous terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.

NASW-NJ Advertising Rates



30 Silverline Drive, Suite 3
North Brunswick, NJ 08902
p-732-296-8070, ext. 18
f-732-296-8074
info@naswnj.org
www.naswnj.org

Advertising in These Locations

FOCUS Newsletter

FOCUS is the official publication of the National Association of Social Workers, New Jersey Chapter. It is published for NASW members, and members of the human service professions.

FOCUS is published bi-monthly by NASW-NJ. Subscriptions are included in annual membership dues payments. Subscriptions are available for the cost of \$30 per year for non-members.

Circulation: over 7000 members throughout the state of New Jersey; Schools of Social Work in New Jersey; and 55 NASW chapters nationwide.

newSWire™

newSWire™ is the NASW-NJ electronic newsletter. It is sent weekly to both NASW members and non-members. Subscriptions provided at no cost to all social workers. Sign-up at www.naswnj.org. Circulation: Over 20,000 social workers.

Website

NASW-NJ's website www.naswnj.org has the latest news on the profession in the state.

Circulation: over 10,000 hits per month.

SORRY, NO TELEPHONE ORDERS ACCEPTED.

PREFER PAYMENT SUBMISSIONS ONLINE

<http://www.naswnj.org/?Classifieds>

MAILING LABELS

NASW-NJ Chapter mailing list is available for purchase. For more information or to request an order form, contact Montese Anderson at manderson@naswnj.org.

Classified Advertising Rates

Classified ads may be placed in any of our three publications. NOTE: You will be charged separately for each placement.

FOCUS and Website Web ads run for 30 days	
< 30 words	\$35
31–50 words	\$60
51–75 words	\$90
76–100 words	\$120
101–125 words	\$150
126–150 words	\$180

newSWire™ Ad runs in one issue (weekly); can include a link to your website	
<30 words	\$50
31–45 words	\$75
46–60 words	\$100
61-80 words	\$125

Banner & Logo ADS

newSWire™ Banner/Logo Ad

-Banner Ads \$100 /week

-Logo Ads (left margin): \$50/week

Multiple insertion discounts available.

Contact Janine at jhendryx@naswnj.org for more details.

newSWire™ is published every Thursday.

(submission deadline is Monday)

Note: Banner ad dimensions: No wider than

Website Logo Ads

Showcase your organization to over 20,000 visitors each month.

For \$200 your Logo Ad will be visible throughout the NASW-NJ website 30 days. It will be a live link (clickable) to your website.

FOCUS Display Advertising Rates

Please Note:

Dimensions given are for the borderline going around the ad. Ads must be camera ready.

Faxed ads are not considered

camera ready. We prefer to receive ads electronically.

DISPLAY	B & W Rates	Color & Link to Your Website	WIDTH	HEIGHT
Back Page (inside)	\$660	\$710	7-1/2"	10"
Full Page	\$600	\$650	7-1/2"	10"
1/2 Page	\$390	\$440	7-1/2"	5"
1/4 Page	\$270	\$320	3-3/4"	5"
1/8 Page	\$180	\$230	3-3/4"	2-1/2"