

Advertisement Rates and Deadlines

(New Rates will go into Effect July 1, 2010)

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 over 5,600 professional social workers.

NETWORK newsletter: The Chapter publishes a newsletter, NETWORK, for our membership ten times per year. The October/November and December/January issues are combined. All ad copy must be typed and received by the 5th of the preceding month or by September 5 for October/November or November 5 for December/January issues. All issues of NETWORK are mailed to members by the 1st of the month. The NETWORK is also mailed to graduate and undergraduate schools of social work and other professionals. 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.

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. This listing appears in each 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.

Full page: 7 1/2" by 10" vertical	\$500.00
1/2 page: back full color	\$625.00
1/2 page: back cover b&w	\$400.00
1/2 page: 7 1/2" by 5" horizontal	\$325.00
1/3 page: 4 3/4" by 5" horizontal	
or 2 3/8" by 10" vertical	\$225.00
1/4 page: 3 3/4" by 5" vertical	\$200.00

(Website) On-line job bulletin: NASW/Texas offers an on-line jobs bulletin for agencies interested in listing employment opportunities on our web site. The cost of the on-line job bulletin is \$50 per month for the first 150 words, plus \$1 for every additional word. Online classified ads are available for the same price for posting continuing education ads, as well as office space. Ads and inquiries should be directed to vcantu@naswtx.org.

Listserv Job Bulletin Advertisements: NASW/Texas is now offering 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.org. A Listserv Advertising agreement must be completed before an ad can be posted.

More information is available through the Chapter Office. NASW/Texas Chapter, 810 West 11th Street, Austin, Texas 78701-2010 Phone 512-474-1454 FAX 512-474-1317, Email: vcantu@naswtx.org