

Newsletter/Website Advertising Rate and Publishing Information

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| Newsletter | <p>Official Publication of the Ohio Chapter – NASW, the <i>Ohio Update</i></p> <p>Circulation: 4000. Includes professional social workers, students, and associate members in a variety of settings.</p> <p>Frequency: Published 8 times per year (July/August, September/October, November/December, January/February, March/April, May/June)</p> <p>Closing Dates: Articles and advertising materials are due by the 10th of the month preceding the month of publication (April 15th for May/June issue, etc.)</p> <p>Display Rates: Full Page (10" H x 7" W maximum) \$475.00 Half Page (4 1/2" H x 7" W maximum) \$375.00 Quarter Page (4 1/2" H x 3 1/2" W maximum) \$250.00 Eighth Page (2 1/4" H x 3 1/2" W maximum). \$150.00</p> <p>Classified (Text) Rates: \$1.00 per word/\$30.00 minimum</p> <p style="text-align: center;">Ads not sent camera-ready will incur an additional charge. We are unable to publish travel, insurance, or credit card ads. All ads are non-commissionable.</p> |
| e-Newsletter | <p>Circulation: Over 3000. The e-Newsletter is sent to all members of NASW who have an e-mail address listed.</p> <p>Frequency: Monthly. The date that the e-Newsletter is e-mailed to members changes to off-set the date that the printed <i>Ohio Update</i> newsletter is received by members. If the e-Newsletter is sent on the 1st of the month if the printed newsletter is not being sent out that month. If it is a month that the <i>Ohio Update</i> is sent out then the e-Newsletter will be sent on the Friday of the third week of the month.</p> <p>Closing Dates: Articles and advertising materials are due one week before the e-mail date</p> <p>Display Rates: -336 pixels x 393 pixels (approximately 2 x 3 inches).....\$150.00</p> <p style="text-align: center;">We are unable to publish travel, insurance, or credit card ads. All ads are non-commissionable.</p> |

Website

Circulation:

In July 2008, the Ohio Chapter website had over 5,000 visitors and over 156,000 hits.

Rates:

The website has two options available for advertisements:

-Display Ads :

- \$200.00 - 336 pixels x 393 pixels (approximately 2 x 3 inches)- On Homepage

- \$150.00 - 336 pixels x 393 pixels (approximately 2 x 3 inches)- On any Subpage

-Text Ads (Classified Listings):

- \$1.00 per word/\$30.00 minimum- On Classified page

Employment Advertisements:

Job listings are free to post in the JobBANK section of the website. These advertisements are accessible to members only.

If you wish to advertise your employment opportunity to all viewers of the website the following rates will apply. Your advertisement will be a display advertisement on the landing page of the JobBANK (the page before the required member log-in)

\$150.00 - 336 pixels x 393 pixels (approximately 2 x 3 inches)

Submission Information:

Display ads, text ads and employment opportunities should be mailed, faxed or e-mailed to the **Newsletter Editor, Danielle Smith**, at the Chapter office. Ad copy is subject to editorial approval. The publisher reserves the right to reject any ad for any reason. Because of the commitment of NASW to nondiscriminatory personnel practices, advertisers in NASW publications, by action of NASW Board of Directors, must affirm that they are equal opportunity programs. Address newsletter articles and correspondence to the Editor. All copies should be sent typed via fax, mail or e-mail. Preferred formats are Microsoft Word for Windows or Publisher. All submissions are subject to editorial approval and editing changes.

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