

The NASW IL Networker Ad Specifications

The National Association of Social Workers Illinois Chapter produces seven issues of the *Social Work Networker* annually.

Ad Sizes

The advertising section includes the following sections: Professional Development, Goods and/or Services, Consultation/Supervision, Office for Rent, and Positions Available.

An ad contract must accompany all ads. All display ads must meet the required ad specifications in order to be placed in the advertising section of the *Networker*. Please use this sheet as guidance in designing your advertisement.

For further information, please call 312.212.3717 x125 or e-mail nnguyen@naswil.org.

<u>1/10 page square</u>	<u>2 7/8" x 2 5/16"</u>
<u>1/5 page square</u>	<u>2 7/8" x 4 7/8"</u>
<u>2/5 page square</u>	<u>4 1/2" x 4 7/8"</u>
<u>2/5 page vertical</u>	<u>2 7/8" x 9 7/8"</u>
<u>1/2 page horizontal</u>	<u>7 5/8" x 4 7/8"</u>
<u>3/5 page vertical</u>	<u>4 1/2" x 9 7/8"</u>
<u>Full page</u>	<u>7 5/8" x 9 7/8"</u>
<u>Full page bleed</u>	<u>8 1/2" x 10 7/8"</u> <u>(plus 1/8" bleed)</u>

ART WORK

All advertising is preferred in digital format. First format preference is a high resolution (300 dpi or higher) PDF file with all fonts and images embedded. Embedded images must be a minimum of 300 dpi resolution. Also preferred, Adobe Illustrator EPS saved as Illustrator CS2 or below with all fonts converted to outlines.

If you must supply us with an Adobe InDesign (version CS2 or below), Adobe Pagemaker, or Quark Xpress, **all original images and PC fonts are required.** All original images **must be a minimum of 300 dpi resolution.** Otherwise, please convert to high-resolution a PDF or EPS file. *Ads sent as Microsoft Word files will not be accepted.*

Digital Submissions: All digital submissions must be accompanied by a hard copy laser proof with the required ad contract. Ads should be submitted electronically to nnguyen@naswil.org.

Color: Advertisements are printed in black (except for special edition conference issue) unless otherwise contracted. Two-color ads (black plus PMS 323) and tinting (PMS 323) will be accepted for additional fees. **Four-color ads are available with prior approval—CMYK format required for four-color ads.**

The publisher is not responsible for reproduction problems on any ads submitted without hard copy or not meeting these specifications, nor additional charges for ads that are not within these specifications.