

SOCIAL WORK NETWORKER

The Social Work Networker (Networker) is the bi-monthly publication of the National Association of Social Workers (NASW), Illinois Chapter, 404 S. Wells, 4th Floor, Chicago, IL 60607. Phone: 312.212.3717. Fax: 312.236.8410 E-Mail: office@naswil.org. NASW Illinois website: www.naswil.org. NASW is the largest professional association of social workers with over 150,000 members worldwide. NASW-IL is the fifth largest chapter.

CIRCULATION: The Networker is mailed/emailed to approximately 8,000 subscribers by the 10th of the month. (Online version is distributed by the first of the month.) NASW-IL is not responsible for delays in mail/email delivery. **Subscription Price:** Members--included in annual dues, not available to nonmembers.

PUBLICATION SCHEDULE: December/January, February/March, April/May, June, July/August, September/October, and November.

DEADLINES: All ad copy must be **typed** and either emailed or mailed to the Chapter office. Copy and ads will not be accepted over the phone.

Ads must be received by **May 4** for June and **September 22** for November issues **or by March 25** for April/May, **June 25** for July/August, **August 25** for September/October, **November 25** for December/January, and **January 25** for February/March.

Ads received after the deadline will be charged an additional \$70.00 late fee. Ads received after typesetting has been completed will not be accepted. NASW does not guarantee insertion of any ad after the deadline. If the NASW-IL cannot accommodate a late insertion, the advertiser will be notified.

ADVERTISING POLICY: The Networker accepts advertising for: positions available; professional development classes, courses, workshops and conferences; social work related products and services; organizational services; study groups; office rental and consultation/supervision (limited to those who hold an LCSW or highest license from their state, 5 years post masters experience with resume, and NASW membership).

All advertising is subject to the publisher's approval. NASW-IL reserves the right to reject any advertisement for any reason, at any time and is not liable for any alleged loss or damages if an advertisement is omitted. Publication of an advertisement does not constitute endorsement or approval by NASW-IL of any product or service advertised, point of view, standards of service, claim or opinion presented therein, nor does NASW-IL guarantee the accuracy of information given. Because of the commitment of NASW-IL to non-discriminatory personnel practices, advertisers in the Networker, by action of the National NASW Board of Directors, must affirm that they are equal opportunity employers. The placement of an advertisement constitutes an acceptance of all rules and conditions under which the advertising is sold at that time.

All advertisers are required to complete a contract.

SEND ALL AD COPY TO: NASW-IL, Networker Advertising, 404 S. Wells, 4th Floor, Chicago, IL 60607. Ads may be e-mailed to sales@naswil.org. Classified ads may be faxed to 312.236.8410. *Faxed display ads will not be accepted.*

DISCOUNTS: For both classified and display ads: 5% discount for insertion in two to three issues per year; 7.5% discount for insertion in four to five issues per year; 10% discount for insertion in 7 issues. A 10% discount for individual NASW members on all ads. **NOTE: Multiple discounts do not apply. RATES ARE NON COMMISSIONABLE.**

CLASSIFIED ADVERTISING FORMAT: All ads must be typed. **Positions Available:** List job title first, followed by description and agency information last. Requests for salary history will be deleted for publication. **Professional Development:** List sponsoring organization, title, dates, time, location, contact person, phone and registration information.

Consultation/Supervision or Study Groups: Limited to those who hold an LCSW or highest licensure from their state, 5 years post masters experience (resume required), and NASW membership.

Office for Rent: Title listed first, followed by location and contact information last.

CLASSIFIED ADVERTISING RATES:

\$7.00 per line (approx. 20 characters per line)

\$70.00 minimum charge

\$5.50 additional for boxed ad

\$25.00 additional to post job ad online

DISPLAY ADVERTISING RATES:

(measured *horizontal x vertical*, for perspective purposes only. NASW IL only guarantees fractions of the page.)

1/10 pg. (2 7/8" x 2 5/16"): \$150.00

1/5 pg. (2 7/8" x 4 7/8"): \$260.00

*2/5 pg. square (4 1/2" x 4 7/8"): \$410.00

*2/5 pg. vertical (2 7/8" x 9 7/8"): \$410.00

*1/2 pg. horiz. (7 5/8" x 4 7/8"): \$685.00

3/5 pg. vertical (4 1/2" x 9 7/8"): \$790.00

*Full pg. (7 5/8" x 9 7/8"): \$1245.00

*Full pg. bleed (8 1/2" x 10 7/8") \$1290.00

Additional display ad options:

*Four Color Option (2/5, half or full page): Add 20%

2-color display ads (green and black type): \$37.00

Tint behind display ad type (green or gray): \$26.00

Insertion of ad on back cover: \$105.00

NASW reformat of display ads: \$37.00

Online Interactive link w/display ad: \$25.00

DISPLAY ADS: All advertising is preferred in digital format. First format preference is a high resolution (300dpi or higher) PDF file with all fonts and images embedded. Embedded images must be a minimum of 300dpi 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, Quark Xpress or Microsoft Word file, **all original images and PC fonts are required.** All original images **must be a minimum of 300 dpi** resolution. Otherwise, please convert to hi-res a PDF or EPS file. Hard copies of display ads must accompany the required ad contract. Please see Display Ad Requirements Sheet for additional requirements.

BILLING: Ads may be paid for by check, money order, Visa or Mastercard. Established advertisers may submit payment in advance or upon receipt of invoice. **Prepayment is required for first-time advertisers and advertisers with a history of past due collections.** Advertisers requesting to be invoiced after publication will be billed according to the terms in their contract. Invoices are payable upon receipt. An account delinquency will delay acceptance of future advertising and will incur a monthly late fee. **(Revised 7/08)**