

social work Networker

THE NASW-IL NETWORKER AD SPECIFICATIONS

The National Association of Social Workers, Illinois Chapter produces eight issues of the Social Work Networker annually.

The advertising section includes the following sections: professional development, positions available, consultation/supervision, goods and/or services, and office for rent.

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 these sheets as guidance to designing your advertisement.

For further information please contact Robyn Lira at 312.236.8308 ext. 111 or email rlira@naswil.org.

Ad Sizes

1/10 page square 2 7/8 x 2 5/16

1/5 page square 2 7/8 x 4 7/8

2/5 page square 4 1/2 x 4 7/8

2/5 page vertical 2 7/8 x 9 7/8

1/2 page horizontal 7 5/8 x 4 7/8

3/5 page vertical 4 1/2 x 9 7/8

Full page 7 5/8 x 9 7/8

Full page bleed 8 1/2 x 10 7/8
(plus 1/8" bleed)

Art Work

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 300dpi** resolution. Otherwise, please convert to hi-res a PDF or EPS file.

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: rlira@naswil.org. You may also submit ads on CD Rom.

Color: Advertisements are printed in black (except for special addition conference issues) unless otherwise contracted. Two-color ads (black plus PMS 323) will be accepted for an additional \$35.00 per ad. Tinting (PMS 323) will be accepted for an additional \$25.00 per ad. **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, or additional charges for ads that are not within these specifications.