

# NASW JOURNAL SPACE RESERVATION FORM

Advertiser/Agency \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Bill to \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Circle One:**    Artwork Enclosed    Artwork to Follow    Copy to Follow

**Journal:** *Social Work Abstracts*

**Ad Size:** (Circle) (Refer to NASW Journals advertising rates)

Cover 2 3 4    Full Page     $\frac{2}{3}$  Page Square     $\frac{1}{2}$  Page H  
 $\frac{1}{2}$  Page V     $\frac{1}{3}$  Page H     $\frac{1}{4}$  Page V

**Ad Frequency:** (Circle One)    1 Issue    3 Issues    6 Issues

**Issue(s):** (Circle)

March    June    September    December

**Ad Rates:** (Refer to NASW Journals advertising rates)

**Payment:**     Check enclosed     Please invoice (Payment due within 30 days)

Visa/Master Card/AMEX/Discover # \_\_\_\_\_ Exp. Mo/Yr \_\_\_\_\_

**Terms:**

Please refer to NASW Advertising Policy

a. The terms for all advertising charges are net 30 days.

b. Bonafide advertising agencies are entitled to a 15% discount.

c. NASW reserves the right to withhold advertising for any account that has an invoice unpaid beyond 90 days.

d. First-time advertisers are required to make full payment with this order to establish credit.

e. Visa, MasterCard, American Express, and Discover accepted.

—No cancellations will be accepted after closing dates. Cover insertions may not be cancelled.

—Verbal confirmations are not accepted. All advertising must be received in writing by the space reservation date.

**Contact:**    **Jim Snyder**, Advertising Sales Manager, 703.764.5949

**To Order:**    Send order form to NASW Advertising

**Fax:** 202.336.8312

**E-mail:** [naswads@naswdc.org](mailto:naswads@naswdc.org)

**Or mail:** NASW Press, 750 First Street, NE, Suite 800, Washington, DC 20002-4241

**Please Note:**    To advertise in any of our other four journals, *Social Work*, *Health & Social Work*, *Children & Schools*, and *Social Work Research*, please contact:

**Linda Hann** at [lindajanehann@gmail.com](mailto:lindajanehann@gmail.com) or [linda.hann@oup.com](mailto:linda.hann@oup.com)

# 2016 JOURNAL ADVERTISING RATES

Frequency: Published Quarterly  
Preferred Copy: Hi-Res PDF file (Adobe Acrobat version 6.0 or higher)

## Journal Specifications:

—Printed offset  
—Trim Size: 7<sup>1</sup>/<sub>4</sub>" x 10"  
—Perfect Bound  
—Halftones: 120 line screen  
—Text stock: 50lb offset, uncoated  
—Cover stock: 9 point, coated two sides

## Display Dimensions:

Ad Size	Inches
Cover 2 3 4	6" W x 8 <sup>5</sup> / <sub>8</sub> " H
Full Page	6" W x 8 <sup>5</sup> / <sub>8</sub> " H
<sup>2</sup> / <sub>3</sub> Page	6" W x 5 <sup>3</sup> / <sub>4</sub> " H
<sup>1</sup> / <sub>2</sub> Page H	6" W x 4 <sup>1</sup> / <sub>8</sub> " H
<sup>1</sup> / <sub>2</sub> Page V	2 <sup>7</sup> / <sub>8</sub> " W x 8 <sup>5</sup> / <sub>8</sub> " H
<sup>1</sup> / <sub>3</sub> Page H	6" W x 2 <sup>7</sup> / <sub>8</sub> " H
<sup>1</sup> / <sub>4</sub> Page V	2 <sup>7</sup> / <sub>8</sub> " W x 4 <sup>1</sup> / <sub>8</sub> " H

## Social Work

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$2,487	\$1,989	\$1,866
Cover 2	\$2,237	\$1,789	\$1,678
Cover 3	\$2,091	\$1,673	\$1,569
Full Page	\$1,675	\$1,340	\$1,257
<sup>2</sup> / <sub>3</sub> Page	\$1,420	\$1,136	\$1,065
<sup>1</sup> / <sub>2</sub> Page	\$1,165	\$1,049	\$874
<sup>1</sup> / <sub>3</sub> Page	\$1,051	\$840	\$788
<sup>1</sup> / <sub>4</sub> Page	\$791	\$632	\$593

## Health & Social Work

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$848	\$678	\$635
Cover 2	\$791	\$632	\$593
Cover 3	\$728	\$582	\$547
Full Page	\$599	\$478	\$449
<sup>2</sup> / <sub>3</sub> Page	\$495	\$396	\$370
<sup>1</sup> / <sub>2</sub> Page	\$401	\$361	\$301
<sup>1</sup> / <sub>3</sub> Page	\$327	\$262	\$246
<sup>1</sup> / <sub>4</sub> Page	\$297	\$238	\$222

## Children & Schools

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$770	\$616	\$577
Cover 2	\$666	\$532	\$500
Cover 3	\$588	\$470	\$441
Full Page	\$547	\$437	\$410
<sup>2</sup> / <sub>3</sub> Page	\$431	\$346	\$323
<sup>1</sup> / <sub>2</sub> Page	\$344	\$309	\$258
<sup>1</sup> / <sub>3</sub> Page	\$270	\$216	\$203
<sup>1</sup> / <sub>4</sub> Page	\$208	\$166	\$156

## Social Work Research & Social Work Abstracts

Ad Size	1 Issue (each)	3 Issues (each)	6 Issues (each)
Cover 4	\$755	\$604	\$566
Cover 2	\$656	\$524	\$492
Cover 3	\$572	\$458	\$429
Full Page	\$530	\$424	\$399
<sup>2</sup> / <sub>3</sub> Page	\$379	\$304	\$285
<sup>1</sup> / <sub>2</sub> Page	\$344	\$309	\$258
<sup>1</sup> / <sub>3</sub> Page	\$317	\$254	\$239
<sup>1</sup> / <sub>4</sub> Page	\$245	\$196	\$184

## 2016 Closing Dates:

Social Work		Children & Schools		Social Work Research and Social Work Abstracts		Health & Social Work	
Issue	Closing Date	Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
January	December 4	January	December 7	March	January 25	February	December 21
April	February 25	April	February 25	June	April 29	May	March 18
July	May 25	July	May 25	September	July 29	August	June 21
October	August 19	October	August 22	December	October 27	November	September 19