

## NASW Website Advertising

### Advertising

Advertising is published on the website in the “Marketplace” unless special arrangements are made for specific location (ex. sponsorship of an event). All ads run from the first of the end of the month, on a month to month basis. **DEADLINE FOR SUBMITTING ALL ADS IS THE 20TH OF THE PRECEEDING MONTH. *Display ads, classified ads and website link ads are accepted.*** Advertising is subject to the approval of NASW. NASW reserves the right to reject any ad for any reason and is not liable for any alleged loss or damages if an ad is omitted. Publication of an ad does not constitute endorsement or approval by NASW - Washington State Chapter. Position advertisers must affirm that they are equal opportunity employers.

### Ad art submission

- ✓ Electronic submission is preferred in Word, .jpeg, .tif or .PDF format.
- ✓ Camera-ready art in hard copy format: please provide a high resolution black/white printout as the document will be scanned.
- ✓ NASW does not provide a design service for advertisers.

### Advertising

Complete the “insertion order” below and email in a MS Word attachment (preferred) or simply type it into the body of your email to [dfergusson.naswwa@socialworkers.org](mailto:dfergusson.naswwa@socialworkers.org).

**Fees for Classified Ads are \$30.00 for 30 words. Additional words are \$.50 each.**

### Marketplace Display Ad Sizes and Cost

Complete the “insertion order” below and email in an attachment [info@nasw-wa.org](mailto:info@nasw-wa.org) or mail camera ready art to the Chapter (address listed below).

| Cost per insertions      | 1-2months/per mo     | 3-6 months/per mo<br>(10% discount) | 7-9 months/per mo<br>(15% discount) | 10-12 months/per mo<br>(20% discount) |
|--------------------------|----------------------|-------------------------------------|-------------------------------------|---------------------------------------|
| Website link             | \$60.00              | \$54.00                             | \$51.00                             | \$48.00                               |
| Full Page 7.5”w x 10”h   | \$162.00             | \$145.80                            | \$137.70                            | \$129.60                              |
| ½ Page Horiz. 7”w x 5”h  | \$150.00             | \$135.00                            | \$127.50                            | \$120.00                              |
| ½ Page Vert 3.5”w x 10”h | \$150.00             | \$135.00                            | \$127.50                            | \$120.00                              |
| ¼ Page 3/5”w x 5”h       | \$135.00             | \$121.50                            | \$114.75                            | \$108.00                              |
| Business card            | \$42.00              | \$37.80                             | \$35.70                             | \$33.60                               |
| Classified Ads           | \$30.00 +add'l words | \$27.00                             | \$25.50                             | \$24.00                               |

***If mailing your order, please send to the following address:***

NASW - Washington State Chapter  
4026 NE 55<sup>th</sup> St. #E-245  
Seattle, WA 98105

Or Email to [dfergusson.naswwa@socialworkers.org](mailto:dfergusson.naswwa@socialworkers.org).

## Insertion Order Form

### NASW Washington State Chapter

**dfergusson.naswwa@socialworkers.org**

**Phone: 206-706-7084**

Company Name

Billing Address

City/State/Zip

Contact Person

Phone

Fax

Email

Website

***\*\*See cover page for type of ad, ad sizes, fees and submission deadlines\*\****

***Deadline is the 20th of the month preceding publication.***

Ad being submitted

- ☐ Link to website
- ☐ Classified
- ☐ Display
- ☐ Ad copy enclosed
- ☐ Ad copy being sent electronically

Display ad size:

- ☐ ¼ page
- ☐ ½ page vertical
- ☐ ½ page horizontal
- ☐ Full page
- ☐ Weblink

Classified Ad:

- ☐ \$30.00 for 30 words, \$.50 per add'l word
- ☐ # of words

Place under:

- ☐ Employment
- ☐ Office Space
- ☐ Consultation and Supervision
- ☐ Events
- ☐ Miscellaneous

Post ad for the following months:

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

Total payment enclosed:

- ☐ Check in the mail \$ \_\_\_\_\_ ck# \_\_\_\_\_
- ☐ Purchase Order PO# \_\_\_\_\_
- ☐ Bill my credit card
- ☐ # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Type: ☐ Visa ☐ Mastercard

Signature: \_\_\_\_\_

**Please write your ad here or on a separate sheet or email to: [dfergusson.naswwa@socialworkers.org](mailto:dfergusson.naswwa@socialworkers.org).**