



The Nation's Leading Independent Publication for Social Workers

Chosen as the 2014 National Association of Social Workers (NASW) Media Award winner for Best Trade Publication, **Social Work Today** is an essential resource for social work professionals.



The strength of the **Social Work Today** media brand among the nation's community of professionals allows us to provide a robust multimedia platform to showcase your product, school, program, service, or professional opportunity. Advertisers and recruiters have a variety of proven channels at their disposal for delivering key messages and opportunities to these influential professionals.

For more than a decade, **Social Work Today** has been committed to exploring issues concerning this important profession, featuring in-depth content that examines the difficult issues, challenges, and successes of social workers and other helping professionals. While their roles may vary, social workers share a collective body of knowledge, ethics, and skills in pursuit of a common goal: improving the well-being of individuals and communities. **Social Work Today** celebrates that bond among social workers in all their distinct roles and varied work settings.

In addition to our flagship bimonthly print publication, our platform includes a mobile-ready, interactive digital edition, which is posted on our content-rich, highly targeted website, www.SocialWorkToday.com. Our audience is also extremely active in social media, so **Social Work Today** has engaged and active networks on Facebook and Twitter, both of which continue to grow on a regular basis.

Social Work TODAY

PUBLISHED SINCE: 2001

FREQUENCY: Bimonthly

SUBSCRIBERS: 30,000*

E-NEWSLETTER SUBSCRIBERS: 16,200*

MONTHLY WEBSITE USERS: 66,019**

AUDIENCE: Social work professionals, educators, and students

DISTRIBUTION: Professionals' homes, nursing homes and long term care facilities, youth agencies, adoption agencies, private practices, HIV/AIDS services, county and state human services departments, educational institutions, addiction treatment centers, and government agencies. Bonus distribution at major professional events.

* Publisher's data

** Source: Google Analytics (average unique visits)



	<i>January/February</i>	<i>March/April</i>	<i>May/June</i>	<i>July/August</i>	<i>September/October</i>	<i>November/December</i>
Features	10 Dedicated & Deserving Social Workers Transfer Trauma in Aging Adults Ethics Supporting Caregivers	Social Work Education Behavioral Health Technology Grief & Loss Health Care	Vicarious Trauma Self Care Addiction & Recovery Play Therapy Creative Arts in Clinical Practice	Eating Disorders Health Care Mental Health Foster Care	Social Work Education Trauma-Informed School Social Work Ethics Veterans' Treatment	Hospice & Palliative Care Addiction & Recovery Adoption Public Health
Departments	Social Services Software Aging Advocate Mental Health Monitor	Eye on Ethics Technology Trends Evolving Education	Technology Trends Addictions Advisor Mental Health Monitor	Addictions Advisor Eye on Ethics Social Services Software	Technology Trends Evolving Education Children and Families Forum	Technology Trends Eye on Ethics Mental Health Monitor
Space Deadline	December 15	February 23	April 20	June 22	August 10	October 19
Material Deadline	January 9	March 13	May 8	July 10	August 28	November 6
Recruitment Deadline	January 15	March 19	May 14	July 16	September 3	November 12
Bonus Distribution	ASA	NASW WV	WCSAD	CCSAD SSWLHC	CSWE NASW-TX NASW-IL	SSWR
SPECIAL	Conference Issue	National Social Work Month Annual Education Guide	Annual Therapy Issue Conference Issue	Conference Issue	Education Spotlight Conference Issue	Annual Directory Conference Issue

* Subject to change

FOUR-COLOR RATES (CONTACT ACCOUNT EXECUTIVE FOR BLACK-AND-WHITE RATES)

Size	Open	3x	6x	9x	12x	18x
Full Page	\$7,210	\$6,945	\$6,680	\$6,500	\$6,255	\$6,000
2/3 Page	\$6,095	\$5,875	\$5,665	\$5,500	\$5,335	\$5,170
1/2 Page Vert	\$4,860	\$4,745	\$4,615	\$4,560	\$4,435	\$4,300
1/2 Page Horiz	\$4,665	\$4,525	\$4,425	\$4,350	\$4,230	\$4,130
1/3 Page	\$4,195	\$4,090	\$4,030	\$3,895	\$3,805	\$3,710
1/4 Page Horiz	\$3,860	\$3,760	\$3,710	\$3,620	\$3,555	\$3,475
1/4 Page Vert	\$3,525	\$3,425	\$3,395	\$3,345	\$3,310	\$3,235
Print Banner	\$2,000	\$1,960	\$1,920	\$1,880	\$1,795	\$1,765

All print advertisements receive double exposure through our digital companion, which is posted on our website, www.SocialWorkToday.com.

Premium Placement

BACK COVER: +30%

INSIDE FRONT COVER: +25%

PAGE 3: +25%

INSIDE BACK COVER: +20%

OPPOSITE TABLE OF CONTENTS: +20%

OPPOSITE MASTHEAD: +20%

FRANCHISE OR OTHER PREFERRED POSITIONS:
+10% to 15%

CONFERENCE ISSUES: +10%

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests. Additional premiums may apply to conference issues.

EDUCATION SPOTLIGHT (SEPTEMBER/OCTOBER): \$1,795
40-word program description and 4" x 5" photo at 300 dpi in TIFF or JPEG format. Hosted on publication website for 12 months. No additional design elements needed or accepted.

PRODUCT PREVIEW: \$1,495
Supply a 40-word product description and a 4" x 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

ANNUAL EDUCATION GUIDE LISTINGS: \$895
Featured in March/April, the premier resource for showcasing social work education programs. 40 words of text; 4" x 5" color logo or image.

ANNUAL DIRECTORY LISTINGS: \$895
Popular reference guide in November/December is a highly anticipated marketing opportunity for products, services, or educational offerings. 40 words of text; 4" x 5" color logo or image.

DATEBOOK
1 insertion: \$350; 2 insertions: \$335 each; 3 or more: \$315 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at www.SocialWorkToday.com/terms.



(Sample Belly Band)

High-Impact Placements

High-impact placements include belly bands, cover stickers, french gates, etc. Contact your account executive for more details.

INSERTS, POLYBAGS, OR SPECIAL REQUESTS
Contact your account executive for details.

For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.



(Sample Resource Guide Spread)

2015 Resource Guide Issues

MARCH/APRIL:
Annual Education Guide

NOVEMBER/DECEMBER:
Annual Directory

Social Work Today Resource Guides provide a prominent platform for advertisers' products, services, and educational programs while assisting our influential audience of professionals with their year-round purchasing decisions.

Featured in our March/April issue, the **Social Work Today** Annual Education Guide will reach more than 85,000 social work professionals looking to further their careers as well as the undergraduate students from more than 400 colleges and universities looking to advance their education.

Featured in our November/December issue, the **Social Work Today** Annual Directory is a powerful one-of-a-kind resource that provides an outstanding platform to promote any product, program, or service to social workers who would buy it for their own career or practice or who would recommend it to clients.

All Education Guide/Annual Directory Listings Include:

- 2.22" x 2.75" four-color ad space, formatted 9 ads to a printed page
 - Contact information and logo (300 dpi)
 - Up to 40 words of copy
 - Added exposure in the interactive digital edition
 - A 12-month online listing on our website with direct links to any website or webpage
- All for only \$895**

Increase your exposure within the **Social Work Today** Resource Guides, with a larger display ad placement to appear within the editorial pages of the same issue. Contact your account executive for special packages.

Education Spotlight



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Education Spotlight



Walla Walla University
The Wilma Hecker School of Social Work and Sociology offers a Bachelor of Social Work degree (BSW), and Bachelor of Arts degree with a major in Sociology at our College Place, Washington campus, and a Master of Social Work degree (MSW) at College Place, Washington, Missoula, Montana

The BSW and MSW programs are fully accredited by the Council on Social Work Education.

Find us on:
www.facebook.com/WWMSWHeckerSchoolOfSocialWork
socialwork.walla.walla.edu

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september/october 2014 www.socialworktoday.com 39

(Sample Education Spotlight Spread)

You've worked hard to develop an outstanding program. Now it's time to fill the student roster! Be part of the **Social Work Today** Education Spotlight and connect with thousands of potential students and professionals looking to further their careers through additional education. This special advertising section will be prominently featured in our September/October Annual Education Edition, one of our most popular issues each year. Your Education Spotlight placement contains 40 words of text plus a photo or logo and includes visibility in the print edition and digital edition online for 12 months!

Education Spotlights Include:

- Space approximately the size of a 1/6-page ad
- 40-word product description displayed in news release format
- Accompanying four-color image or logo
- Company contact information and URL
- No additional design elements needed or accepted
- All for only \$1,795**

Leaderboard*
(728 × 90 pixels)

Open	\$2,665
3x	\$2,605
6x	\$2,550
9x	\$2,490
12x	\$2,405

Full Banner (Top)
(468 × 60 pixels)

Open	\$2,000
3x	\$1,955
6x	\$1,900
9x	\$1,855
12x	\$1,790

Wide Skyscraper*
(160 × 600 pixels)

Open	\$3,000
3x	\$2,940
6x	\$2,880
9x	\$2,830
12x	\$2,745

Button*
(120 × 60 pixels)

Open	\$1,000
3x	\$970
6x	\$925
9x	\$895
12x	\$855



Medium Rectangle*
(300 × 250 pixels)

Open	\$2,460
3x	\$2,405
6x	\$2,360
9x	\$2,305
12x	\$2,235

3:1 Rectangle*
(300 × 100 pixels)

Open	\$1,755
3x	\$1,715
6x	\$1,670
9x	\$1,630
12x	\$1,585

Full Banner
(468 × 60 pixels)
Homepage Only

Open	\$1,300
3x	\$1,245
6x	\$1,205
9x	\$1,145
12x	\$1,095

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.



(Sample intro page ad)

Intro Page Ad on Digital Editions

In this era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Every month, our interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

Each digital issue has an introduction page opposite the cover where advertisers can place their messages. The benefits of this high-impact placement are:

- It's certain to be seen by all digital edition readers.
- Space is exclusive to one advertiser per issue.
- It's an interactive ad that includes direct links to the webpage or website chosen by the advertiser.
- It's one of the most effective stand-alone placements available for product and branding messaging.

PRICE: \$2,995 per issue

Interstitial Ad

This high-profile placement allows the advertiser to “take over” the popular *Social Work Today* website when someone visits. Providing an exclusive and prominent forum for product and branding images and messaging, as well as a direct link to any webpage or website, this large, powerful ad appears in front of our homepage until it is closed manually by the visitor.

MONTHLY PRICE: \$6,545

For information on additional high-impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, call your account executive.

Digital Ad Packages

Combining the consistency of a website banner, the direct delivery of a banner in our monthly e-Newsletter, and the power of our subscriber list and your brand message, these packages deliver a multichannel punch that is certain to reach the influential professionals in our audience. Standard and Premium packages are available to fit your budget and timing needs.

Premium Package

- HTML custom e-blast to full e-subscriber list
- Full banner (468 × 60) within content in our e-Newsletter
- 30-day sitewide wide skyscraper (160 × 600) banner on the magazine's website

PRICE: \$7,675

Standard Package

- HTML custom e-blast to full e-subscriber list
- Rectangle (180 × 150) within content in our e-Newsletter
- 30-day sitewide 3:1 Rectangle (300 × 100) on the magazine's website

PRICE: \$6,450

E-Newsletters

Placing a banner on the **Social Work Today** monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

Monthly Features

- JANUARY:** Aging
- FEBRUARY:** Eating Disorders
- MARCH:** Addiction/Recovery
- APRIL:** Technology
- MAY:** Bullying Prevention
- JUNE:** Mental Health
- JULY:** Trauma Recovery
- AUGUST:** Education
- SEPTEMBER:** Hospice
- OCTOBER:** Technology
- NOVEMBER:** Therapist Self-Care
- DECEMBER:** Working with Veterans



(Sample e-Newsletter)



(Sample e-mail marketing)

E-Mail Marketing

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential social work professionals. This targeted and cost-effective method of reaching **Social Work Today's** audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message or we can simply take your design and deliver it to our double opt-in list of professional subscribers.

FULL LIST E-BLAST: \$5,665
 \$395 per 1,000 names for quantities under 15,000

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placements page for special package pricing and high-visibility placements.

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$3,205	\$3,150	\$3,080	\$3,010	\$2,915
Wide Skyscraper* (160 × 600 pixels)	\$3,625	\$3,550	\$3,480	\$3,415	\$3,320
Medium Rectangle* (300 × 250 pixels)	\$2,970	\$2,910	\$2,850	\$2,785	\$2,700
3:1 Rectangle* (300 × 100 pixels)	\$2,120	\$2,070	\$2,015	\$1,965	\$1,920
Full Banner (468 × 60 pixels)	\$1,570	\$1,505	\$1,460	\$1,390	\$1,330
Rectangle* (180 × 150 pixels)	\$1,205	\$1,170	\$1,120	\$1,080	\$1,030

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.

Print Material Specifications

PREFERRED FILE FORMAT: PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.

COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

TOTAL AREA COVERAGE: Maximum ink density is 300%

LINE SCREEN: 133 lpi

MINIMUM IMAGE RESOLUTION: 300 dpi

No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork will be charged at a rate of \$95 per hour.

Hard-Copy Proofs

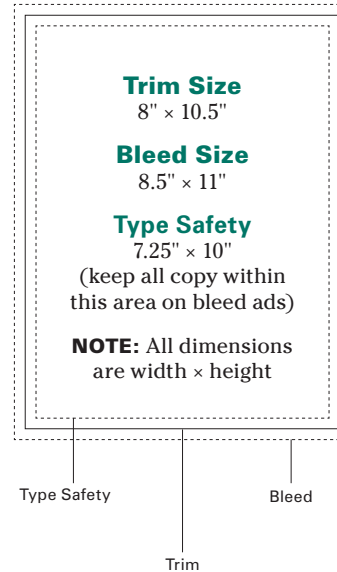
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **Social Work Today** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar). Send to address under File Submission.

File Submission

E-MAIL: SWTads@gvpub.com
For files under 10 MB

FTP: Available for larger files. Please contact your account executive for more information.

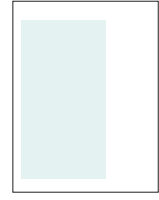
MAIL: 3801 Schuylkill Road
Spring City, PA 19475



Full Page (Bleed)
8.5" x 11"



Full Page (Border)
7" x 9.5"



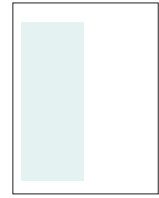
2/3
4.5" x 8.669"



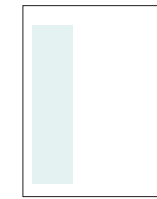
1/2 (Bleed)
8.5" x 5.5"



1/2 Horizontal
7" x 4.237"



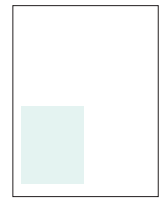
1/2 Vertical
3.415" x 8.669"



1/3
2.22" x 8.669"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

E-Mail Marketing Specifications

PREFERRED FILE FORMAT: HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

FILE SIZE: HTML file size should not exceed 150 KB and be within 500 to 700 pixels wide.

No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

PRODUCTION COSTS: E-blast creation will be charged at a rate of \$350 per hour. E-blast corrections will be charged at a rate of \$125 per hour.

Website Banners

ACCEPTED FORMATS: JPG, GIF, PNG, Flash SWF (requires clickTAG), third-party ad tags. (Note: Files without extensions will not be accepted.)

MAX FILE SIZE: 100 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

E-Newsletter Banners

ACCEPTED FORMATS: JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

MAX FILE SIZE: 40 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

Digital Magazine Specifications

PREFERRED FILE FORMAT: PDF and PDF/X1a only

COLORS: RGB

VIDEO AND AUDIO SPECIFICATIONS: Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

FLASH REQUIREMENTS: All programming must be Actionscript 3 (AS3) compatible. Simple animations can use AS2, but any complex events such as button events must be AS3. (In general, Zmags doesn't support AS2.) All AS3 movies should target Flash Player version 9. Use a frame rate of 30 fps, as this is what the viewer uses. Animations should be kept in individual movie clips and placed on the root timeline. Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

SYSTEM REQUIREMENTS: Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and the minimum Flash version required is 9.0.115. If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML. The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 × 1024 and 1024 × 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.