



Social Work TODAY

PUBLISHED SINCE: 2001

FREQUENCY: Bimonthly

SUBSCRIBERS: 30,000*

E-NEWSLETTER SUSCRIBERS: 16,400*

MONTHLY WEBSITE USERS: 97,881**

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

The Nation's Leading Independent Publication for Social Workers

Now in its 15th year of publication, **Social Work Today** is established as an essential resource for social work professionals. Our in-depth content examines the difficult issues, challenges, and successes of social workers. Across the media spectrum, **Social Work Today** celebrates the common bond among social workers, in all their distinct roles and varied work settings.

Advertisers and recruiters seeking to educate and inform influential professionals have a powerful and reliable partner in **Social Work Today**. Our media network offers a range of channels proven effective for delivering key messages, information, and career opportunities to social workers.

Anchored by our flagship bimonthly print publication, the **Social Work Today** media network can showcase your product, school, program, service, or professional opportunity via our mobile-ready digital edition,

which is posted on our highly-targeted website, www.SocialWorkToday.com. Our monthly e-Newsletter delivers timely news, research and information, as well as banner ads, directly to the inboxes of social work professionals who subscribe.

The **Social Work Today** audience is also extremely active in social media, and has engaged and growing audiences on Facebook and Twitter, where we deliver content and drive traffic via direct links back to our digital edition and website.

Our partnerships have also assisted hundreds of facilities and recruiters with finding the best professional talent across the country through print display ads and online job postings on our highly regarded job board, AlliedHealthCareers.com.



	<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 Aging Adults Veterans	Social Work Education Behavioral Health Technology Child Abuse	Ethics Addiction/Recovery Building a Better Practice	15th Anniversary Issue Eating Disorders Trauma Treatment	Social Work Education Child/Adolescent Mental Health Social Worker Safety	Supporting Caregivers Adoption Coaching
Departments	Eye on Ethics Social Services Software Mental Health Monitor	Technology Trends SWT Essay Winners Children & Families Forum	Social Services Innovations Addictions Advisor Mental Health Monitor	Children and Families Forum Eye on Ethics Social Services Software	Technology Trends Mental Health Monitor Evolving Education	Children & Families Forum Social Services Innovations Mental Health Monitor
Space Deadline	December 14	February 22	April 25	June 20	August 22	October 17
Material Deadline	January 8	March 11	May 13	July 8	September 9	November 4
Recruitment Deadline	January 14	March 17	May 19	July 14	September 15	November 10
Bonus Distribution	Aging in America Conference	National Social Work Month NASW-WV	NASW National Conference WCSAD Conference	CCSAD Conference SSWLHC	NASW TX CSWE	SSWR
SPECIAL	Conference Issue	Annual Education Guide Conference Issue	Annual Therapy Issue Conference Issue	Conference Issue	Education Spotlight Conference Issue	Annual Directory Conference Issue

* Subject to change



Recruiting With Social Work Today

The only national trade publication committed to exploring issues concerning this important profession, **Social Work Today** has been working to help recruiters find the most qualified social workers for well over a decade.

Offering an unmatched track record of attracting both active and passive job seekers, **Social Work Today** magazine and its associated digital media properties connect recruiters with our audience of dedicated social work professionals, in all their distinct roles and varied work settings, through a variety of different channels that comprise the **Social Work Today** media brand.

When you choose one of the ad sizes offered, your open position will be immediately posted on our active job board, AlliedHealthCareers.com, be included in the **Social Work Today** monthly e-Newsletter, appear in the next print edition, be deployed digitally to the desktops of our subscribers in our digital edition, and be included in our monthly recruitment e-blast—all for one low price! Select your size and ensure your positions are seen today.

RECRUITMENT SIZES AND RATES*

Size	Price
1/8 (2.292" × 3.948")	\$1,050
1/6 Vertical (2.292" × 4.78") or 1/6 Horizontal (4.708" × 2.292")	\$1,225
2/9 Vertical (2.292" × 6.444") or 2/9 Horizontal (4.708" × 3.125")	\$1,630
5/18 Vertical (2.292" × 8.094") or 5/18 Horizontal (4.708" × 3.948")	\$1,950
1/3 Vertical (2.292" × 9.75") or 1/3 Horizontal (4.708" × 4.78")	\$2,405
4/9 (4.708" × 6.444")	\$3,245
Half Page (7.125" × 4.78")	\$3,935
Full Page (7.125" × 9.75")	\$6,995

*All rates are net.

For additional digital options, which include e-blasts and Web banners, call your account executive.

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(Sample Resource Guide Spread)

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:

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(Sample Education Spotlight)

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 \$1,850

Leaderboard*

(728 × 90 pixels)

Open	\$2,855
3x	\$2,790
6x	\$2,730
9x	\$2,665
12x	\$2,575

Full Banner (Top)

(468 × 60 pixels)

Open	\$2,140
3x	\$2,095
6x	\$2,035
9x	\$1,985
12x	\$1,920

Wide Skyscraper*

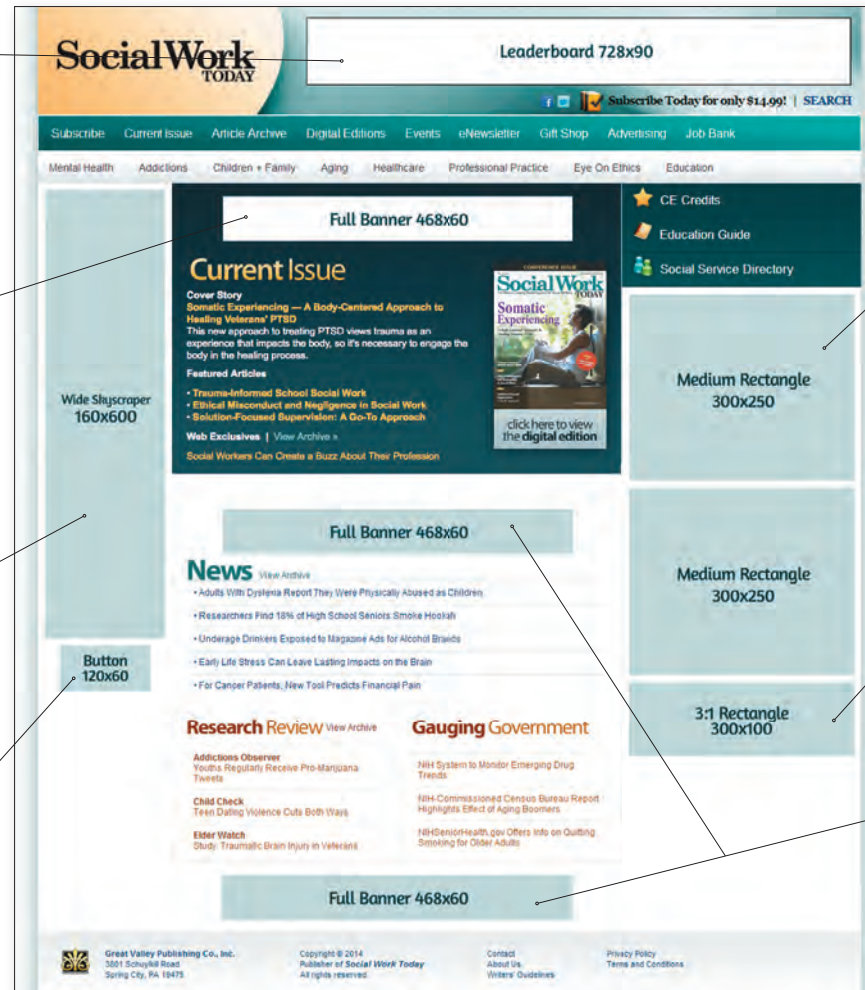
(160 × 600 pixels)

Open	\$3,210
3x	\$3,150
6x	\$3,085
9x	\$3,030
12x	\$2,940

Button*

(120 × 60 pixels)

Open	\$1,070
3x	\$1,040
6x	\$990
9x	\$960
12x	\$915



Medium Rectangle*

(300 × 250 pixels)

Open	\$2,635
3x	\$2,575
6x	\$2,530
9x	\$2,470
12x	\$2,395

3:1 Rectangle*

(300 × 100 pixels)

Open	\$1,880
3x	\$1,840
6x	\$1,790
9x	\$1,745
12x	\$1,700

Full Banner

(468 × 60 pixels)

Homepage Only

Open	\$1,395
3x	\$1,335
6x	\$1,290
9x	\$1,230
12x	\$1,175

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)

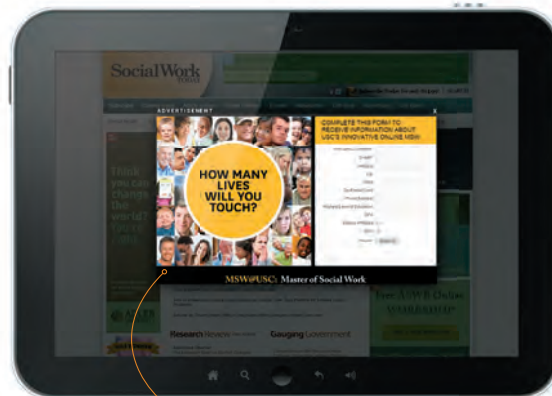
Intro Page Ad on Digital Editions

Every issue of the print publication is digitized and posted on our website. 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



(Sample interstitial ad)

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: \$6,740

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: \$9,225

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: \$7,775

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

E-Newsletters

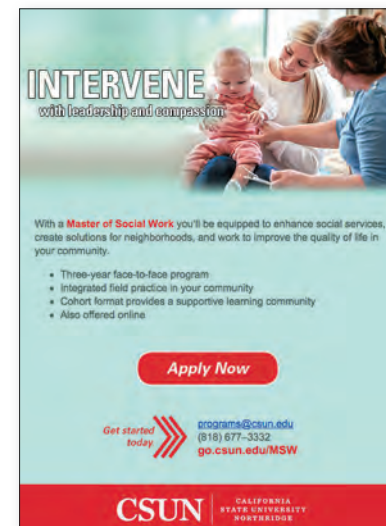
Placing a banner on the **Social Work Today** monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content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

Monthly Features

- JANUARY:** Technology
- FEBRUARY:** Elder Services
- MARCH:** Addiction/Recovery
- APRIL:** Trauma
- MAY:** Professional Development
- JUNE:** Hospice/Palliative Care
- JULY:** Technology
- AUGUST:** Forensic Social Work
- SEPTEMBER:** Education
- OCTOBER:** Mental Health
- NOVEMBER:** Foster Care/Adoption
- 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: \$5,995

\$395 per 1,000 names for quantities under 16,000

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)	\$3,370	\$3,310	\$3,235	\$3,165	\$3,065
Wide Skyscraper* (160 × 600 pixels)	\$3,810	\$3,730	\$3,655	\$3,590	\$3,490
Medium Rectangle* (300 × 250 pixels)	\$3,120	\$3,060	\$2,995	\$2,925	\$2,835
3:1 Rectangle* (300 × 100 pixels)	\$2,230	\$2,175	\$2,120	\$2,065	\$2,020
Full Banner (468 × 60 pixels)	\$1,650	\$1,585	\$1,535	\$1,460	\$1,400
Rectangle* (180 × 150 pixels)	\$1,270	\$1,230	\$1,180	\$1,135	\$1,085

* 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

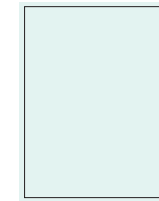
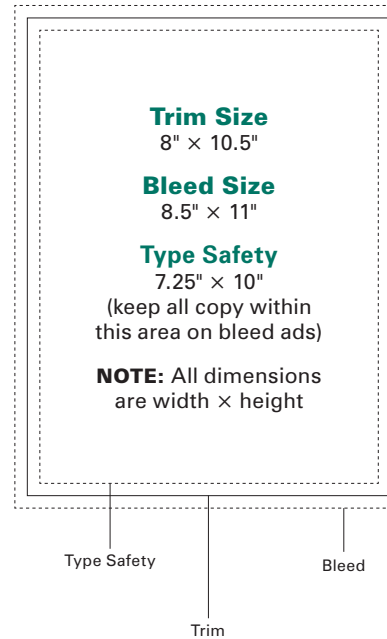
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **Social Work Today** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar).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

File Submission

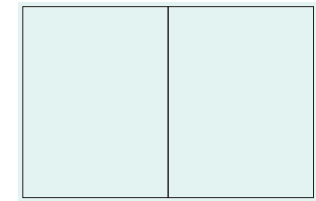
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For files under 10 MB

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

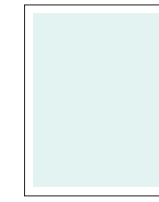
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Spring City, PA 19475



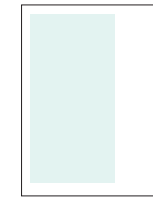
Full Page (Bleed)
8.5" × 11"



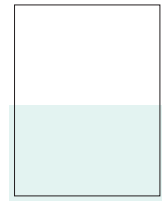
Spread (Bleed)
16.5" × 11"



Full Page (Border)
7" × 9.5"



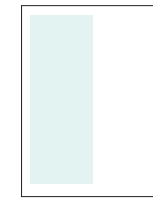
2/3
4.5" × 9.535"



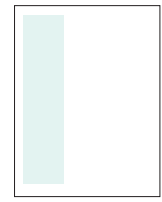
1/2 (Bleed)
8.5" × 5.5"



1/2 Horizontal
7" × 4.237"



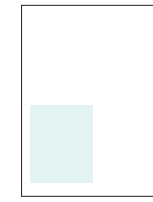
1/2 Vertical
3.415" × 9.535"



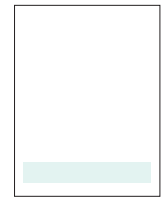
1/3
2.22" × 9.535"



1/4 Horizontal
7" × 2.25"



1/4 Vertical
3.415" × 4.237"



Print Banner
7" × 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.

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