



The Nation's Leading Independent Publication for Social Workers

Now in its 17th 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.

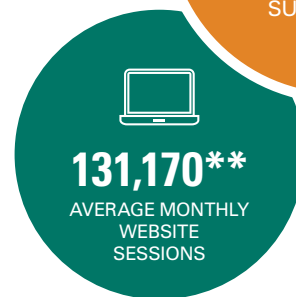
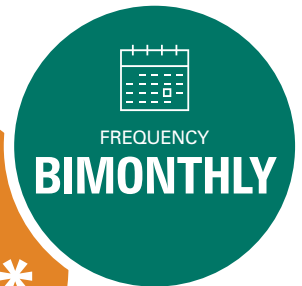
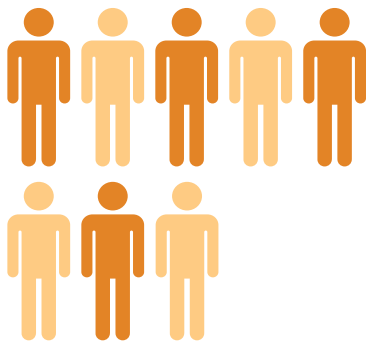
The **Social Work Today** audience is also extremely active in social media, and we have engaged growing audiences on Facebook and Twitter, where we deliver content and drive traffic via direct links back to our digital edition and website.

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.

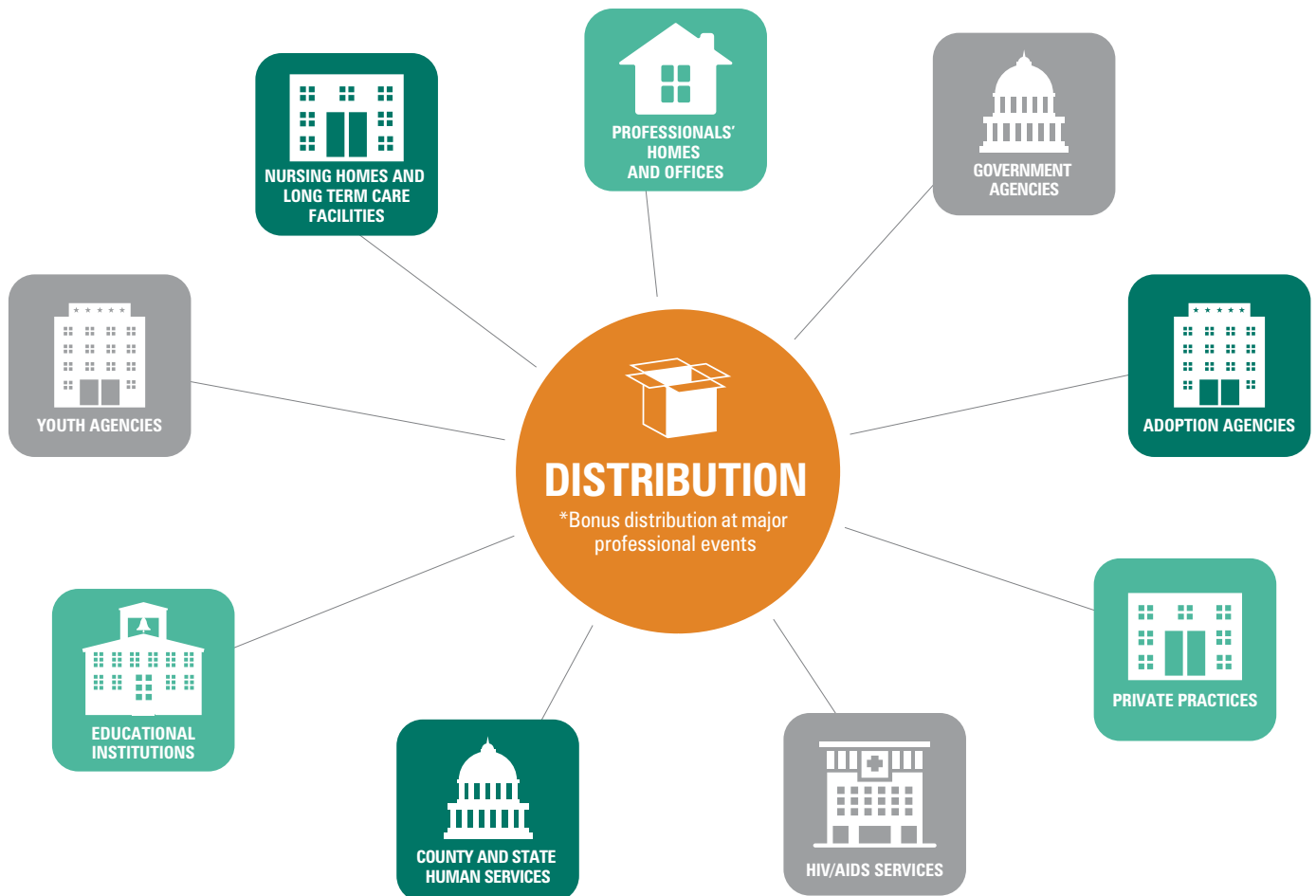


Social Work Today's audience comprises social work:

- Professionals
- Educators
- Students
- Counselor/Clinician
- Administration
- Private Practitioner



*Publisher's Data
**Google Analytics



	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January/ February	Aging Behavioral Health 10 Dedicated & Deserving Social Workers	Aging Advocate Technology Trends Behavioral Health Brief	SPACE: December 11 MATERIAL: January 8 RECRUITMENT: January 11	ASA	Conference Issue
March/ April	Education Technology Children & Families	Social Services Innovations Evolving Education Health Care Review	SPACE: February 19 MATERIAL: March 12 RECRUITMENT: March 15	National Council for Behavioral Health NASW WV	Annual Education Guide Conference Issue
May/ June	Trauma Treatment Licensing Issues Mindfulness/Addiction	Children and Families Forum Behavioral Health Brief Addictions Advisor	SPACE: April 23 MATERIAL: May 14 RECRUITMENT: May 17	WCSAD	Annual Therapy Issue Conference Issue
July/ August	Medication Assisted Addiction Treatment Eating Disorders Health Care	Addictions Advisor Aging Advocate Technology Trends	SPACE: June 25 MATERIAL: July 16 RECRUITMENT: July 19	CCSAD NASW TX	Addictions Issue Conference Issue
September/ October	Career Options for Social Workers Public Health Disabilities	Eye on Ethics Evolving Education Children and Families Forum	SPACE: August 20 MATERIAL: September 10 RECRUITMENT: September 13	SSWLHC CSWE	Education Spotlight Conference Issue
November/ December	Hospice/Palliative Care Adoption/Foster Care Veterans Care	Technology Trends Children and Families Forum Behavioral Health Brief	SPACE: October 15 MATERIAL: November 5 RECRUITMENT: November 8	SSWR	SSWR Annual Directory Issue

* Subject to change

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

SIZE FEATURES	OPEN	3X	6X	9X	12X	18X
Full Page	\$7,810	\$7,520	\$7,240	\$7,035	\$6,775	\$6,495
2/3 Page	\$6,605	\$6,370	\$6,135	\$5,955	\$5,780	\$5,605
1/2 Page Vert	\$5,270	\$5,140	\$5,005	\$4,940	\$4,805	\$4,660
1/2 Page Horiz	\$5,055	\$4,905	\$4,795	\$4,715	\$4,585	\$4,480
1/3 Page	\$4,550	\$4,430	\$4,370	\$4,225	\$4,120	\$4,025
1/4 Page Horiz	\$4,185	\$4,075	\$4,025	\$3,920	\$3,855	\$3,765
1/4 Page Vert	\$3,825	\$3,715	\$3,680	\$3,630	\$3,585	\$3,510
Print Banner	\$2,170	\$2,130	\$2,085	\$2,040	\$1,950	\$1,920

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): \$1,950

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.

ANNUAL EDUCATION GUIDE LISTINGS: \$975

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: \$975

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.

SHOWCASE: \$1,500

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.

DATEBOOK

1 insertion: \$395; 2 insertions: \$370 each; 3 or more: \$340 each.

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

High Impact Placements

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

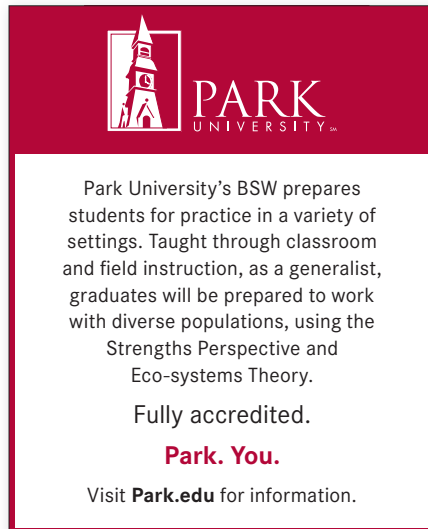
INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

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



(Sample Belly Band)



(Sample Resource Guide Ads)

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 Resource Guide 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 \$975

2018 Resource Guide Issues

MARCH/APRIL:
Annual Education Guide

NOVEMBER/DECEMBER:
Annual Directory

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.

UNIVERSITY *of*
INDIANAPOLIS

**FOCUS YOUR PASSION,
IMPACT YOUR COMMUNITY**

Put your talents to the test by opening doors to a fulfilling career in social work. The Master of Social Work (MSW) at the University of Indianapolis prepares students for advanced practice with concentrations in Children and Families & Behavioral Health, including a gerontology certificate option.

Learn more at uindy.edu/socialwork

(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
- Company contact information and URL
- No additional design elements needed or accepted
- Visibility in the print edition and digital edition online for 12 months!

All for only \$1,950

Full Banner (Top)

(468 × 60 pixels)

Open	\$2,450
3x	\$2,395
6x	\$2,325
9x	\$2,275
12x	\$2,195

Leaderboard*

(728 × 90 pixels)

Open	\$3,270
3x	\$3,195
6x	\$3,125
9x	\$3,050
12x	\$2,950

Medium Rectangle*

(300 × 250 pixels)

Open	\$3,015
3x	\$2,950
6x	\$2,895
9x	\$2,825
12x	\$2,740

Wide Skyscraper*

(160 × 600 pixels)

Open	\$3,675
3x	\$3,605
6x	\$3,530
9x	\$3,465
12x	\$3,365

3:1 Rectangle*

(300 × 100 pixels)

Open	\$2,150
3x	\$2,110
6x	\$2,050
9x	\$2,000
12x	\$1,950

Button*

(120 × 60 pixels)

Open	\$1,225
3x	\$1,195
6x	\$1,135
9x	\$1,095
12x	\$1,050



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.

Ask your Account Executive about our banner rotation policy.

* IAB-approved sizes

Full Banner

(468 × 60 pixels)
Homepage Only

Open	\$1,595
3x	\$1,530
6x	\$1,475
9x	\$1,410
12x	\$1,350

Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days, which includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage.

PRICE: \$2,995

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 interstitial ad, 850 × 535 pixels)



(Sample intro page 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: \$6,945

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

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 run-of-site Wide Skyscraper (160 × 600) banner on the magazine’s website

PRICE: \$10,170

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: \$8,740

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:** Aging
- FEBRUARY:** Behavioral Health
- MARCH:** Professional Development
- APRIL:** Health Care
- MAY:** Children & Families
- JUNE:** Trauma
- JULY:** Substance Use Issues
- AUGUST:** Technology
- SEPTEMBER:** Veterans
- OCTOBER:** Education
- NOVEMBER:** Foster Care/Adoption
- DECEMBER:** Aging



(Sample e-Newsletter)

SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 × 90 pixels)	\$3,575	\$3,510	\$3,430	\$3,355	\$3,250
Wide Skyscraper* (160 × 600 pixels)	\$4,040	\$3,955	\$3,875	\$3,805	\$3,600
Medium Rectangle (300 × 250 pixels)	\$3,310	\$3,245	\$3,175	\$3,100	\$3,005
3:1 Rectangle* (300 × 100 pixels)	\$2,365	\$2,305	\$2,250	\$2,190	\$2,140
Full Banner (468 × 60 pixels)	\$1,750	\$1,680	\$1,625	\$1,545	\$1,480
Rectangle* (180 × 150 pixels)	\$1,350	\$1,300	\$1,250	\$1,205	\$1,150

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.

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: \$6,175
 \$395 per 1,000 names for quantities under 16,000



(Sample e-mail marketing)

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.

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)

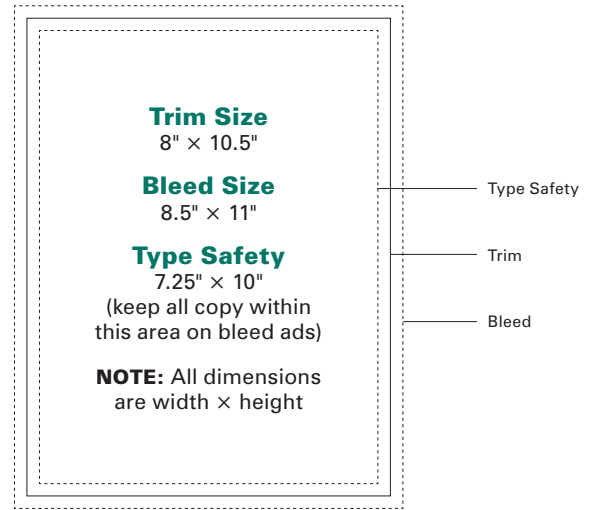
TOTAL AREA COVERAGE: Maximum ink density is 300%

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: ads@gypub.com
For files under 10 MB

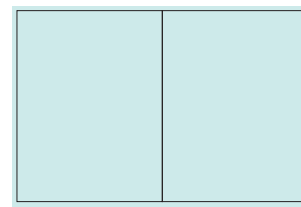
FTP: Available for larger files. Please contact your account executive for more information.

MAIL: 3801 Schuylkill Road
Spring City, PA 19475

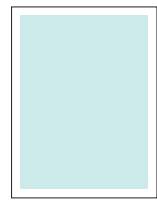
Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.



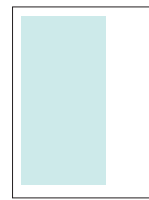
Full Page (Bleed)
8.5" × 11"



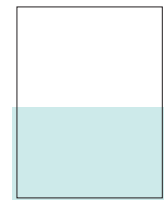
Spread (Bleed)
16.5" × 11"



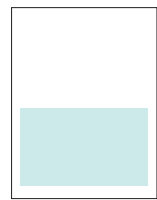
Full Page (Border)
7" × 9.5"



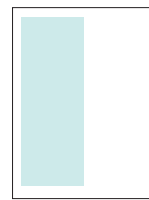
2/3
4.5" × 9.535"



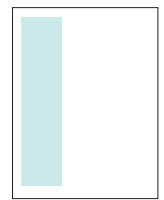
1/2 (Bleed)
8.5" × 5.25"



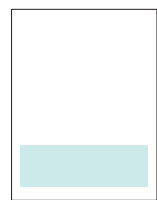
1/2 Horizontal
7" × 4.237"



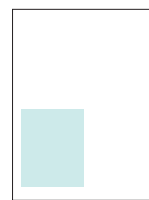
1/2 Vertical
3.415" × 9.535"



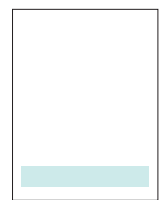
1/3
2.22" × 9.535"



1/4 Horizontal
7" × 2.25"



1/4 Vertical
3.415" × 4.237"



Print Banner
7" × 1.125"

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 should 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, third-party ad tags. (Note: Files without extensions will not be accepted.)

NO FLASH CREATIVE WILL 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.

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.