



## The Nation's Leading Magazine for Social Workers

**Social Work Today**, the nation's leading newsmagazine for social work professionals, provides award-winning content that explores the difficult issues, challenges, and successes of social workers and other helping professionals. An essential resource for more than 85,000 professionals, **Social Work Today** offers the opportunity to showcase your product, school, program, or service, as well as recruit the field's most knowledgeable talent.

We look forward to partnering with you to create successful marketing campaigns. Whether your objective is reaching those who make key buying decisions, discovering that next great employee, or finding that motivated individual wanting to advance his or her education, **Social Work Today** is your best resource.

Join in our track record of success by taking advantage of the many opportunities offered by **Social Work Today** and its Web site, [www.SocialWorkToday.com](http://www.SocialWorkToday.com). These marketing opportunities include buyers' guides, print ads, Web site banner advertising, monthly e-newsletter sponsorships, e-mail marketing, list rentals, and direct mail—all targeted to your audience for a successful campaign.

**Circulation: 30,000**

**Readership: 85,000**

In addition to homes, **Social Work Today** reaches professionals in the following settings:

- Hospitals and Other Healthcare Facilities
- Nursing Homes and Other Long-Term Care Facilities
- Children and Youth Agencies
- Community MH/MR Centers
- Multiservice Agencies
- Private Practices
- AIDS Services
- Adoption Agencies
- County/State Human Services Departments
- Counseling Services
- Educational Institutions
- Addiction Treatment Centers
- Government Agencies
- VA Facilities

**2010 EDITORIAL CALENDAR**

**ADVERTISING SPACE DEADLINES**

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
<b>January/February</b>	Aging Behavioral Health Social Work in Healthcare	Evolving Education Mental Health Monitor Aging Advocate	American Society of Aging ( <b>ASA</b> )  National Association of Social Work ( <b>NASW</b> ) State Conferences*	Dec. 21	Jan. 21
<b>March/April</b> March is National Professional Social Work Month	Oncology Child Abuse Addictions <i>Annual Education Guide</i>	Children and Families Forum Addictions Advisor Mental Health Monitor	National Association of Black Social Workers ( <b>NABSW</b> )  <b>NASW</b> WV Spring Conference  Other <b>NASW</b> State Conferences*	Feb. 22	March 18
<b>May/June</b>	Psychotherapy Couples Therapy Private Practice Issues Developmental Disabilities	Evolving Education Aging Advocate Addictions Advisor	Smart Marriages  <b>NASW</b> State Conferences*	April 19	May 13
<b>July/August</b>	Eating Disorders Aging Behavioral Health Addictions	Mental Health Monitor Children and Families Forum Aging Advocate	<b>NASW</b> State Conferences*	June 14	July 8
<b>September/October</b>	Online Social Work Education Addictions Developmental Disabilities Private Practice Issues	Evolving Education Addictions Advisor Mental Health Monitor	<b>NASW</b> State Conferences*	Aug. 23	Sept. 16
<b>November/December</b>	Social Work in Healthcare Behavioral Health IT and Social Work <i>Social Services Directory</i>	Children and Families Forum Aging Advocate Addictions Advisor	<b>NASW</b> State Conferences*	Oct. 18	Nov. 11

Content and bonus distributions are subject to change without notification.

Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.

\*Please contact sales@gvpub.com for more details on state distributions throughout the year.

# MEDIA KIT 2010



## PRODUCT/MARKETPLACE (BLACK AND WHITE)

Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for material specs.

SIZE	OPEN	3X	6X	9X	12X	18x
Full Page	\$4,110	\$3,920	\$3,730	\$3,595	\$3,410	\$3,225
1/2 Page Vert	\$2,385	\$2,300	\$2,210	\$2,165	\$2,075	\$1,975
1/2 Page Horiz	\$2,240	\$2,140	\$2,065	\$2,010	\$1,925	\$1,850
1/3 Page	\$1,895	\$1,825	\$1,775	\$1,680	\$1,610	\$1,545
1/4 Page	\$1,410	\$1,335	\$1,310	\$1,275	\$1,250	\$1,195
1/6 Page*	\$990	\$960	\$930	\$905	\$890	\$870
1/9 Page*	\$680	\$670	\$645	\$625	\$615	\$595
1/12 Page*	\$505	\$490	\$485	\$480	\$475	\$460

\* 1/6, 1/9, and 1/12 page display ads are placed in the *Social Work Today* "Marketplace" section. Agency commission not applicable to Marketplace rates.

### PREMIUM PLACEMENT

Back cover: +30%  
 Inside front cover: +25%  
 Page three: +25%  
 Inside back cover: +20%  
 Opposite table of contents: +20%  
 Opposite masthead: +15%  
 Franchise or other preferred positions: +10%  
 (No cancellations permitted with premium positions.)  
 (Additional premiums may apply to conference issues.)

### DISPLAY AD COLOR CHARGES

Matched 2<sup>nd</sup> color: ADD \$695  
 4-color process: ADD \$1,175

### MARKETPLACE AD COLOR CHARGES

Matched 2<sup>nd</sup> color: ADD \$325  
 4-color process: ADD \$475

### 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.

### PRODUCT PREVIEW: \$995

Showcase your product or service in a news release format. Supply a 4" x 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy.

### PRINT BANNER: \$1,255

Run of book, 7" x 1.125"

### EDUCATION GUIDE LISTINGS: \$695

Contact your account executive for details.  
 Agency commission not applicable to Buyers' Guide listings.

### DATEBOOK

1 insertion: \$250; 2 insertions: \$225 each;  
 3 or more: \$200 each

**DISPLAY SPACE DEADLINE:** See editorial calendar for specific dates. **ART DEADLINE:** Call your account executive.

## RECRUITMENT RATES

Rates include: 4-color process and exposure on AlliedHealthCareers.com!

SIZE	SIZE
1/18 ..... \$495	1/3 ..... \$2,660
1/12 ..... \$740	4/9 ..... \$3,635
1/9 ..... \$1,035	1/2 ..... \$4,385
1/8 ..... \$1,190	5/9 ..... \$4,650
1/6 ..... \$1,365	2/3 ..... \$5,490
2/9 ..... \$1,825	5/6 ..... \$7,930
5/18 ..... \$2,175	Full Page..... \$8,770

BLIND BOX ADS: ADD \$25 per run

**RECRUITMENT DEADLINE:** Thursday prior to issue date, 6 PM ET.  
 See editorial calendar for specific dates.

SEE RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS SECTION FOR MATERIAL REQUIREMENTS.

## ADVERTISING AGENCY DISCOUNT RATES

Discounts available for both display and recruitment advertising.

Recognized advertising agencies receive a discount of 15% gross billing with written documentation and paid within 30 days. Great Valley Publishing Company shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies as are due and payable to Great Valley Publishing Company for advertising that the advertiser and/or agent ordered.

## LIST RENTALS

Various options are available. Call your sales representative for more information.

## CONTACT YOUR SALES REPRESENTATIVE

**PHONE: 800-278-4400/610-948-9500**

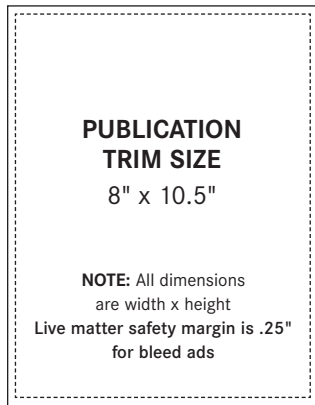
**FAX: 610-948-4202**

**E-MAIL: SALES@GVPUB.COM**

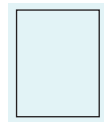
# DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

## DEADLINES

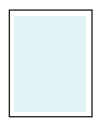
Supplied artwork is due three weeks prior to issue date. For specific dates, please call your account executive. Space reservations and all materials for ads to be created by Great Valley Publishing Company are due four weeks prior to issue date. Creative fees apply.



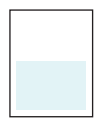
**FULL PAGE Bleed**  
8.5 x 11



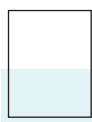
**FULL PAGE Border**  
7 x 9.5



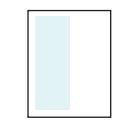
**1/2 PAGE Horizontal**  
7 x 4.237



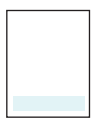
**1/2 PAGE Bleed**  
8.5 x 5.25



**1/2 PAGE Vertical**  
3.415 x 8.669



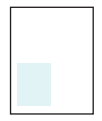
**Print Banner**  
7 x 1.125



**1/3 PAGE Vertical**  
2.22 x 8.669



**1/4 PAGE Vertical**  
3.415 x 4.237



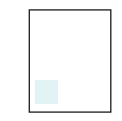
**1/6 PAGE\* Vertical**  
2.22 x 4.237



**1/9 PAGE\* Vertical**  
2.22 x 2.777



**1/12 PAGE\* Square**  
2.22 x 2.22



\*Product ads this size are placed in the "Marketplace" section of our publications.

## MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. Send to [SWTads@gvpub.com](mailto:SWTads@gvpub.com) and specify in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified Proof. Details available at [www.swop.org](http://www.swop.org).

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS2, Photoshop CS2 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., MUST be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

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

## PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

## TERMS

**Net Cash 30 days.** A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

## INSTRUCTIONS TO ADVERTISERS

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to [sales@gvpub.com](mailto:sales@gvpub.com).

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at the full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

## ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher.

# SOCIAL WORK TODAY DIGITAL ADVERTISING

2010 Online Ad Rates	1x	3x	6x	9x	12x
<b>Homepage - Run of Site</b>					
Leaderboard (728 x 90 pixels)	\$1,720	\$1,685	\$1,655	\$1,615	\$1,575
Large Square Banner (240 x 240 pixels)	\$1,465	\$1,440	\$1,415	\$1,375	\$1,340
Half Banner - Top Position (240 x 60 pixels)	\$785	\$765	\$740	\$725	\$695
Half Banner - Middle Position (240 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
Half Banner - Bottom Position (240 x 60 pixels)	\$395	\$385	\$375	\$365	\$355
Horizontal Button - Middle (240 x 120 pixels)	\$1,015	\$995	\$980	\$950	\$920
Horizontal Button - Bottom (240 x 120 pixels)	\$675	\$660	\$650	\$635	\$615
Skyscraper (120 x 480 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Vertical Banners (120 x 240 pixels)	\$990	\$970	\$950	\$930	\$905
Square Button (128 x 128 pixels)	\$680	\$665	\$650	\$635	\$620
<b>Home Page Only</b>					
Full Banner - Top Position (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Full Banner - Middle Position (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Full Banner - Bottom Position (468 x 60 pixels)	\$595	\$580	\$570	\$560	\$540
<b>Topic Index</b>					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
<b>Article Page</b>					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
<b>e-Newsletter Rates</b>					
Full banner - Top Sponsor (468 x 60 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Full Banner - Middle Sponsor (468 x 60 pixels)	\$1,325	\$1,295	\$1,265	\$1,235	\$1,205
Full Banner - Bottom Sponsor (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Half Banner - Within Content (234 x 60 pixels)	\$935	\$905	\$895	\$875	\$855
Square Banner (240 x 240 pixels)	\$1,650	\$1,610	\$1,575	\$1,535	\$1,500
Skyscraper (120 x 480 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Vertical Banner (120 x 240 pixels)	\$1,375	\$1,345	\$1,315	\$1,285	\$1,260
Vertical Button (120 x 120 pixels)	\$825	\$810	\$795	\$775	\$750

## DIGITAL MEDIA SPECIFICATIONS

### Website Banners

Accepted formats: .jpg, .gif (animated or not),  
Flash .swf, custom script adds.  
(Note: Files without extensions will not be accepted.)

### e-Newsletter Banners

Accepted formats: .jpg, .gif (animated or not).  
(Note: Flash, custom scripts, and files without extensions  
will not be accepted.)

### E-Mail Marketing Specifications

- Images in .jpeg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word Document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.
- No "image-only designs." Use HTML to create design, 40/60 image to text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.

# SOCIAL WORK TODAY DIGITAL ADVERTISING

## WEBSITE BANNER POSITIONS

**Leaderboard**  
(Run of site)

**Full Banner, Top Position**  
(Home page only)

**Large Square**  
(Run of site)

**Half Banner**  
(Run of site)

**Skyscraper**  
(Run of site)

**Full Banner, Middle Position**  
(Home page only)

### Topic Index Sponsorships



### Article Page Sponsorships



## e-NEWSLETTER BANNER POSITIONS

**Square Banner**

**Full Banner, Top Sponsor**

**Full Banner, Middle Sponsor**

**Half Banner, Within Content**

### Online Education Guide



## DIGITAL ADVERTISING PACKAGES

### A Banner, a Button & a Blast – Premium Package

- Run-of-site skyscraper banner on magazine's website
  - Full banner, middle sponsor in our e-newsletter
  - HTML e-mail blast to 16K professionals guaranteed
- PACKAGE PRICE: \$7,150**

### A Banner, a Button & a Blast – Standard Package

- Run-of-site square button on magazine's website
  - Half banner within content in our e-newsletter
  - HTML e-mail blast to list of 16K professionals guaranteed
- PACKAGE PRICE: \$6,250**

### Article Page Package

- 4 different article sponsorships in one month
- PACKAGE PRICE: \$1,680**

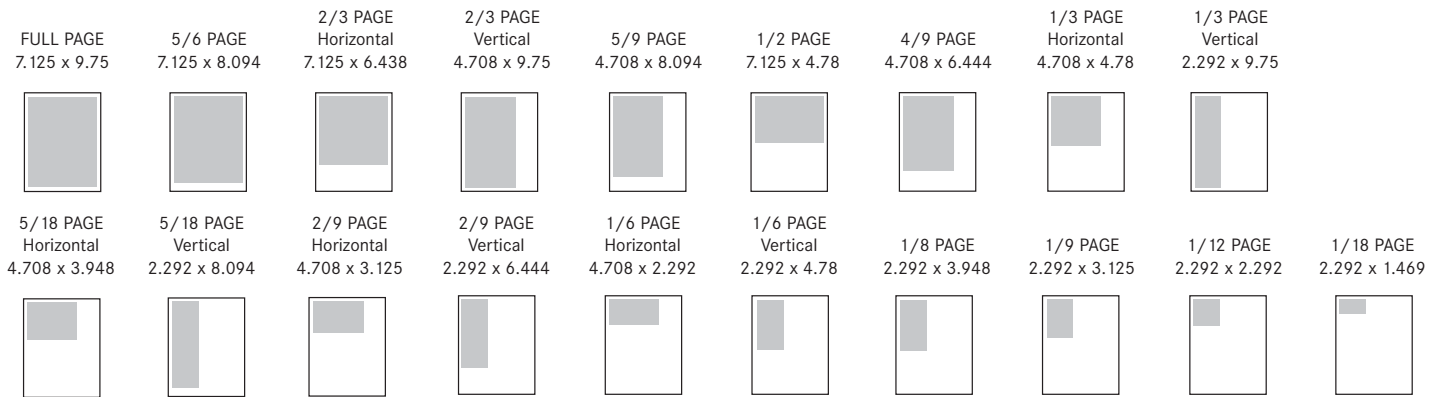
### Content/Article Package

- Content page sponsorship, plus 5 article sponsorships for one month
- PACKAGE PRICE: \$2,805**

# RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS

**DEADLINES**

All ads must be received no later than 6 PM ET on the Thursday preceding the Monday issue date. The standard column width is 2.292", making ads easier to read. Ads are grouped geographically by region, making them easier to find.



**MATERIAL SPECIFICATIONS**

- **PDF/X-1a** file is preferred. Send to [SWTads@gvpub.com](mailto:SWTads@gvpub.com) and specify in which issue the ad is to be placed.
- Recruitment pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS3, Photoshop CS3 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

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

**PRODUCTION SERVICES**

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

**TERMS**

**Net Cash 30 days.** A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

**INSTRUCTIONS TO ADVERTISERS**

Ads can be submitted via e-mail, fax, mail, or phone. Our account executives are knowledgeable in professional terminology and can be of assistance to advertisers in the preparation of ad copy. To place an ad, call 800-278-4400/610-948-9500, fax 610-948-4202, send an e-mail to [sales@gvpub.com](mailto:sales@gvpub.com), or deliver to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475

**ALTERATIONS AND CANCELLATIONS**

There is no charge for cancellations of ads if cancellation occurs within two hours of placement. A charge of \$25 will apply to later cancellations. **NO CHANGES OR CANCELLATIONS WILL BE ACCEPTED ON DEADLINE DAY. FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.**

Contract advertisers: If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

**ERRORS**

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher.