



# Social Work TODAY 2013

## Display Advertising Rates

### Four-Color Rates\*

SIZE	OPEN	3X	6X	9X	12X	18X
Full Page	\$6,540	\$6,295	\$6,060	\$5,895	\$5,670	\$5,440
2/3 Page	\$5,525	\$5,325	\$5,140	\$4,985	\$4,835	\$4,685
1/2 Page Vert	\$4,405	\$4,300	\$4,185	\$4,135	\$4,020	\$3,895
1/2 Page Horiz	\$4,225	\$4,100	\$4,010	\$3,940	\$3,835	\$3,740
1/3 Page	\$3,800	\$3,710	\$3,650	\$3,530	\$3,445	\$3,360
1/4 Page	\$3,195	\$3,105	\$3,075	\$3,030	\$3,000	\$2,930
1/6 Page**	\$1,815	\$1,775	\$1,740	\$1,705	\$1,690	\$1,660
1/9 Page**	\$1,435	\$1,415	\$1,385	\$1,365	\$1,350	\$1,320
1/12 Page**	\$1,215	\$1,205	\$1,195	\$1,185	\$1,170	\$1,155

\*Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for material specs.  
 \*\*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.  
 For black and white rates, please call your account executive.

### 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 cancellations permitted with premium positions.  
Additional premiums may apply to conference issues.)

**PRODUCT PREVIEW:** \$1,295

40 word product description and a 4"x 5" photo at 300 dpi in TIFF or JPEG format.

**DOUBLE WIDE PRINT BANNER:** \$3,295; 7" x 2.252"

**PRINT BANNER:** \$1,695; Run of book, 7" x 1.125"

**RESOURCE GUIDE LISTINGS:** \$795

#### DATEBOOK

1 insertion: \$325; 2 insertions: \$305 each;  
3 or more: \$285 each

#### INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

All print advertisements receive double exposure through our digital companion, which is posted on our website, [www.SocialWorkToday.com](http://www.SocialWorkToday.com). For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.



# Display Material Specifications

### MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. Send materials to [ads@gvpub.com](mailto:ads@gvpub.com) and specify in which issue the ad is to be placed.
- 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: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (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 Multiple Master 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

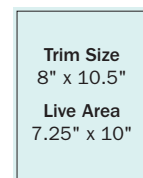
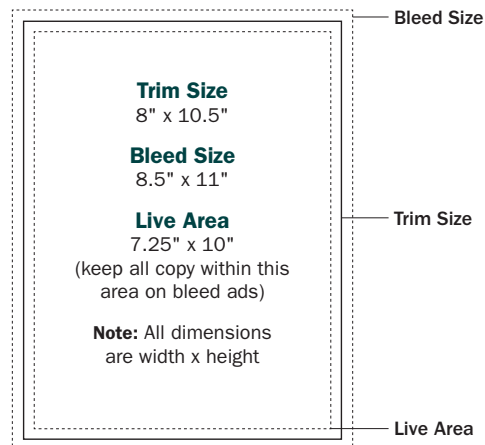
Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$95 per hour.

### 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.

### ALTERATIONS AND CANCELLATIONS

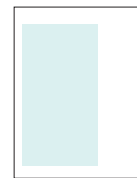
If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "closing date" will be billed at full contract rate. NO cancellations are accepted for premium positions. ✨



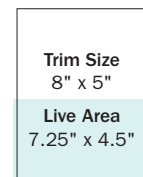
**Full Page (Bleed)**  
8.5" x 11"



**Full Page (Border)**  
7" x 9.5"



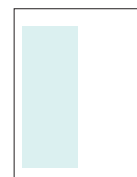
**2/3**  
4.36" x 8.669"



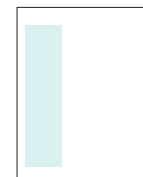
**1/2 (Bleed)**  
8.5" x 5.5"



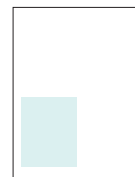
**1/2 Horizontal**  
7" x 4.237"



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



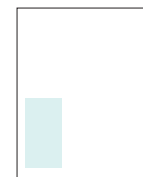
**1/3**  
2.22" x 8.669"



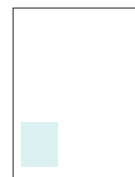
**1/4**  
3.415" x 4.237"



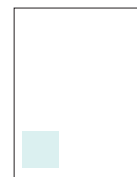
**Print Banner**  
7" x 1.125"



**1/6**  
2.22" x 4.237"



**1/9**  
2.22" x 2.75"



**1/12**  
2.22" x 2.22"