



The Nation's Leading Independent Publication for Social Workers

An essential resource for social work professionals for more than a decade, **Social Work Today** is the only national trade publication committed to exploring issues concerning this profession through expert and concise editorial content presented in a contemporary, visually appealing style.

Social Work Today provides 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.

Social Work Today provides a multimedia platform to showcase your product, school, program, service, or professional opportunity. Advertisers and recruiters have a proven outlet for delivering key messages and opportunities to these influential professionals.

Our powerful media brand offers an array of channels that reach our audience no matter where they are. In addition to our flagship bimonthly print publication, our platform includes a mobile-ready digital edition, which is posted on our content-rich, well-targeted website, www.SocialWorkToday.com. Our audience is also extremely active in social media, so **Social Work Today** has a collegial and well-received following on Facebook and Twitter that grows on a regular basis.

Social Work TODAY

PUBLISHED SINCE: 2001

FREQUENCY: Bimonthly

SUBSCRIBERS: 30,000*

E-NEWSLETTER SUBSCRIBERS: 16,000*

MONTHLY WEBSITE VISITS: 54,803**

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 Older Adult Cognition/Mental Health Aging & Health Care Ethics	Social Work Education Child Abuse Treatment/Prevention Supporting Veterans with PTSD Mindfulness	Trauma Treatment Therapist Self-Care Neuroscience & Social Work DSM-5 Revisions	Child/Adolescent Mental Health Grief & Loss School Social Work Caregiver Support	Social Work Education Addiction & Recovery Social Work in Health Care Eating Disorders	Adoption Supporting Veterans with TBI Technology Intellectual Disabilities
Departments	Aging Advocate Mental Health Monitor Technology Trends	Children & Families Forum Social Services Software Addictions Advisor	Mental Health Monitor Evolving Education Addictions Advisor	Addictions Advisor Technology Trends Aging Advocate	Children & Families Forum Social Services Software Aging Advocate	Mental Health Monitor Addictions Advisor Evolving Education
Special	Conference Issue	National Social Work Month Child Abuse Prevention Month Annual Education Guide	Annual Therapy Issue Conference Issue	Conference Issue	Education Spotlight Conference Issue	Annual Directory Conference Issue
Space Deadline	December 16	February 17	April 14	June 9	August 18	October 13
Material Deadline	January 10	March 7	May 2	June 27	September 5	October 31
Recruitment Deadline	January 16	March 13	May 8	July 2	September 11	November 6
Bonus Distribution	ASA	NASW WV	WCSAD	CCSAD	SSWLHC NASW IL	SSWR

* Subject to change

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

Size	Open	3x	6x	9x	12x	18x
Full Page	\$7,000	\$6,740	\$6,485	\$6,310	\$6,070	\$5,825
2/3 page	\$5,915	\$5,700	\$5,500	\$5,335	\$5,175	\$5,015
1/2 Page Vert	\$4,715	\$4,605	\$4,480	\$4,425	\$4,305	\$4,170
1/2 Page Horiz	\$4,525	\$4,390	\$4,295	\$4,220	\$4,105	\$4,005
1/3 Page	\$4,070	\$3,970	\$3,910	\$3,780	\$3,690	\$3,600
1/4 Page Horiz	\$3,745	\$3,650	\$3,600	\$3,510	\$3,450	\$3,370
1/4 Page Vert	\$3,420	\$3,325	\$3,295	\$3,245	\$3,210	\$3,140
Print Banner	\$1,940	\$1,900	\$1,860	\$1,825	\$1,740	\$1,710

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 positions supersede any page separation requests. Additional premiums may apply to conference issues.

EDUCATION SPOTLIGHT: \$1,695

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: \$1,345

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.

RESOURCE GUIDE LISTINGS: \$849

DATEBOOK

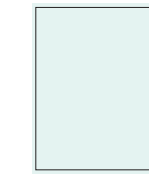
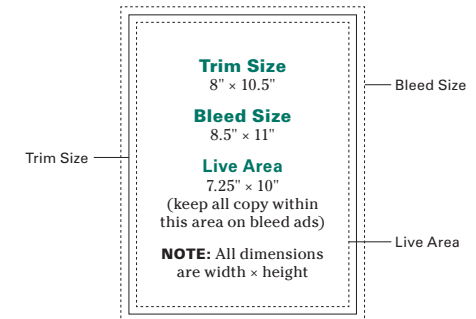
1 insertion: \$340; 2 insertions: \$320 each; 3 or more: \$300 each

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.

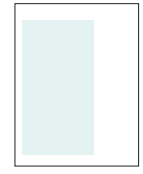
No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at www.SocialWorkToday.com/terms.



Full Page (Bleed)
8.5" x 11"



Full Page (Border)
7" x 9.5"



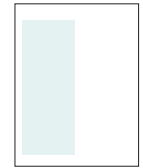
2/3
4.5" x 8.669"



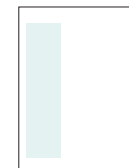
1/2 (Bleed)
8.5" x 5.5"



1/2 Horizontal
7" x 4.237"



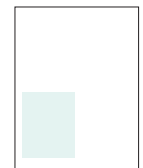
1/2 Vertical
3.415" x 8.669"



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"

2013 Annual Education Guide

<p>When Patients Turn to You, You Can Rely on ALCare</p> <p>A medical facility dedicated to addiction treatment, ALCARE HOSPITAL is New England's most comprehensive provider of alcohol and drug abuse care.</p> <p>800-ALCARE www.alcare.com</p>	<p>LIFESTYLE INTERVENTION</p> <p>Learn more about our practice-based, accredited programs today!</p> <p>October 7-8, 2013 888.993.1341 West, Nevada www.lifestyleintervention.org</p>	<p>BECOME A COUNSELOR, THERAPIST, OR PSYCHOLOGIST.</p> <ul style="list-style-type: none"> • Marriage & Family Therapy (MA, PhD, or Certificate) • Clinical Mental Health Counseling, MA • Dance Movement Therapy & Counseling, MA • PsyD <p>Learn more about our practice-based, accredited programs today!</p> <p>www.northern.edu</p>	<p>Build your future. Develop your skills. Increase your value and demand.</p> <p>Post MSW Palliative Care Social Work Certificate</p> <p>Get the certificate that demonstrates you have the skills to provide expert palliative care. Fully online after two weekend classes starting soon!</p> <p>www.copafalliativecare.org 765-759-8707</p>	<p>Online Master of Science in Social Administration</p> <p>Change Lives, Change Communities</p> <p>www.casa.edu</p>	<p>College of DuPage</p> <p>Veterans Counseling Certificate</p> <p>A unique certificate program for the needs of military veterans. The program is designed for both graduate and undergraduate level students. No prerequisites. 24 credit hours including a 300-hour internship working with veterans. Courses available both on-campus or in-class.</p> <p>College of DuPage Human Services Department 425 Forest Blvd., Glen Ellyn, IL 60137 Phone: 630.882.2424 or 630.882.2000 Email: barncast@cd.edu www.cd.edu/programs/human_services/veterans.aspx</p>
<p>ASBURY UNIVERSITY MASTER OF SOCIAL WORK</p> <p>Abiding in Christ. Serving Others. Transforming the World.</p> <p>Contact Asbury University Today 248-0404 / 1-877-938-3111 / 2024</p>	<p>AATBS is your Partner in Licensing Exam Prep and Continuing Education</p> <ul style="list-style-type: none"> • ASWB Exam Prep • SBC Exam Prep • CA PFA License Course • Private Practice • Continuing Education <p>SAVE 20%*</p> <p>www.aatbs.com</p>	<p>AZUSA PACIFIC UNIVERSITY</p> <p>Gain New New MSW</p> <p>Through faith integration relevant to social work practice, Azusa Pacific's Master of Social Work program prepares you for a career dedicated to improving the lives of others, and features live concentrations, small class sizes, flexible scheduling options, and great scholarships.</p> <p>Azusa Pacific University MSW Program 901 E. Azusa Ave. Azusa, CA 91702 (626) 857-2400 www.apu.edu/msw</p>	<p>Clinically-focused Master of Social Work</p> <p>Limited residency. Unlimited potential.</p> <p>Learn more at casu.edu/MSW/Today</p> <p>The College of St. Scholastica</p>	<p>SOCIAL WORK = EFFECTING CHANGE IN</p> <p>Domestic Development (Research) Disaster Resilience & Response Aging and Older Adults Rural Practice Healthcare and Poverty Immigration Women's Rights... and more!</p> <p>Access all legal for social change! www.socialchangeopps.com</p> <p>COLUMBIA UNIVERSITY SCHOOL OF SOCIAL WORK</p>	<p>Concordia University, St. Paul Online</p> <p>Expand the ability of criminal behavior and the effects of crime on society with the 100% online Forensic Mental Health Certificate or Master of Arts in Human Services with emphasis in Forensic Mental Health at Concordia University, St. Paul.</p> <p>Concordia University, St. Paul Online 1282 Concordia Avenue St. Paul, MN 55104 Phone: 888-858-0441 Website: online.concordia.edu E-mail: online@stpsp.edu</p>
<p>BALL STATE UNIVERSITY</p> <p>Sohn and Janice Fisher Institute for Wellness and Gerontology</p> <p>For information about our innovative degree programs or to apply online, visit www.bsu.edu/wellness.</p>	<p>Earn a Master of Social Work in 7 Months</p> <p>30+ years national clinical practice experience</p> <p>\$7500 free equity for a maximum of \$10,000 per semester per year</p> <p>Self-paced format of courses that meet a particular need or concentration for post-graduate and continuing education</p> <p>www.barry.edu/msw</p> <p>BARRY UNIVERSITY</p>	<p>EARN YOUR ACCREDITED MA MS or PsyD ALL ONLINE</p> <p>1 800 477 2254</p> <p>www.cabarristate.edu</p>	<p>CSWE</p> <p>Member organizations with 1200+ individual members as well as 60+ national or international programs of professional associations. Member benefits over 100 associations and programs worldwide.</p> <p>Follow the online Directory of Accredited Programs website to explore your career options.</p> <p>Make a positive professional impact on the social work profession.</p> <p>Members are eligible to be listed in the online directory and receive significant word of mouth referrals through faculty and student networking, public and social networking.</p> <p>www.cswenet.org</p>	<p>East Carolina University</p> <p>Degrees offered: MSW, MEd, MEdS, MEdSE, and master's degree graduate certificates. Foundation for graduate and postgraduate social work licensure.</p> <p>Work-related activities: Engaged and challenged students. Required field work experiences often lead to permanent employment.</p> <p>Career options: In-school and administrative positions in public and private health and mental health settings, schools, state and federal government, child and family care, child care, corrections, and agencies for aging populations.</p> <p>Join us! 4401 www.ecu.edu/ehs/socialwork_email: socialwork@ecu.edu or call: (304) 328-5650</p>	<p>EMDR</p> <p>EMDR is an integrative, evidence-based information processing therapy. This empirically validated approach, given by licensed mental health professionals in international treatment guidelines, enables people to process and heal from the effects of traumatic incidents.</p> <p>For training information, please visit the website.</p> <p>EMDR Institute, Inc. P.O. Box 780 Watsonville, CA 95077 E-mail: info@emdr.com www.emdr.com</p>

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2014 Resource Guide Issues

MARCH/APRIL:
Annual Education Guide

NOVEMBER/DECEMBER:
Annual Directory

(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 600 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.

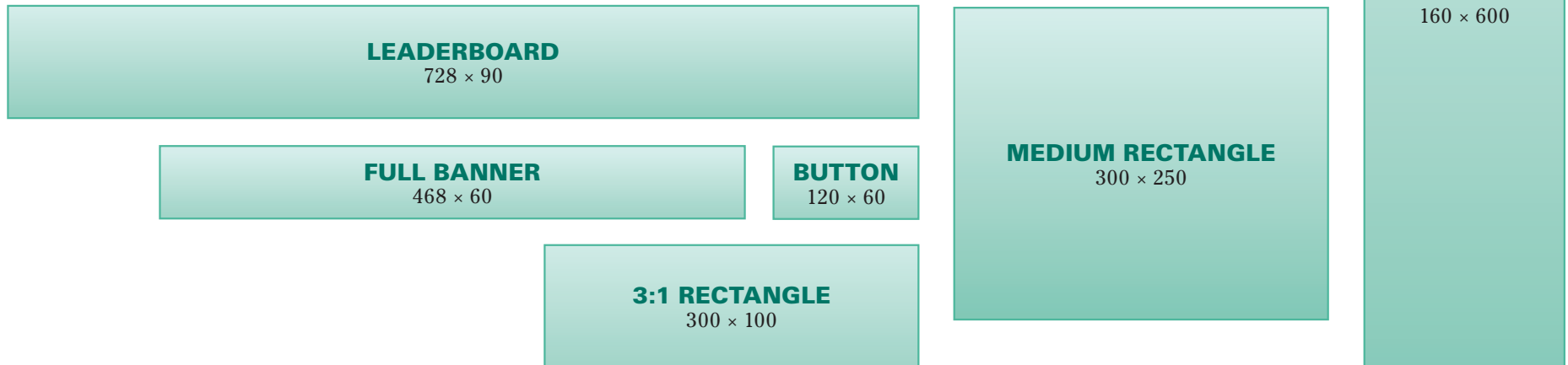
All Resource Guide Listings Include:

- 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 \$849**

<i>Size</i>	<i>Open</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>12x</i>
Leaderboard* (728 × 90 pixels)	\$2,420	\$2,365	\$2,315	\$2,260	\$2,185
Wide Skyscraper* (160 × 600 pixels)	\$2,725	\$2,670	\$2,615	\$2,570	\$2,495
Medium Rectangle* (300 × 250 pixels)	\$2,235	\$2,185	\$2,145	\$2,095	\$2,030
Full Banner/Top (468 × 60 pixels)	\$1,815	\$1,775	\$1,725	\$1,685	\$1,625
3:1 Rectangle* (300 × 100 pixels)	\$1,595	\$1,555	\$1,515	\$1,480	\$1,440
Button* (120 × 60 pixels)	\$905	\$880	\$840	\$810	\$775
Full Banner (468 × 60 pixels) <i>Homepage Only</i>	\$1,180	\$1,130	\$1,095	\$1,040	\$995

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 the era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Our interactive digital editions draw a significant audience every month that is growing along with 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 we have 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: \$5,945

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 within content in our e-newsletter
- 30-day sitewide skyscraper banner on magazine's website

PRICE: \$7,115

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 magazine's website

PRICE: \$5,860

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: Complementary and Alternative Therapies

FEBRUARY: Addiction

MARCH: National Professional Social Work Month

APRIL: Aging

MAY: Children & Families

JUNE: Mental Health

JULY: Eating Disorders

AUGUST: Ethics

SEPTEMBER: Trauma

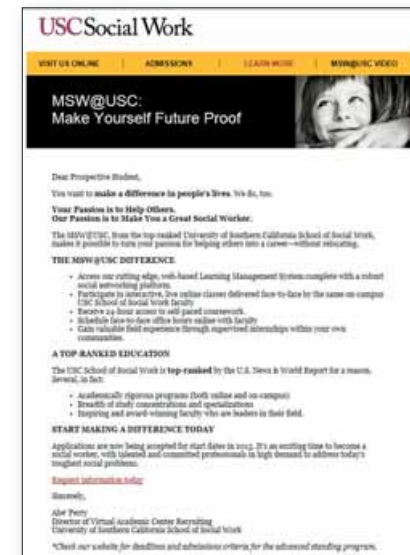
OCTOBER: Education

NOVEMBER: End of Life Care

DECEMBER: Mental Health



(Sample e-newsletter)



(Sample e-mail marketing)

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$2,995	\$2,940	\$2,875	\$2,810	\$2,720
Wide Skyscraper* (160 × 600 pixels)	\$3,385	\$3,315	\$3,250	\$3,190	\$3,100
Medium Rectangle* (300 × 250 pixels)	\$2,775	\$2,715	\$2,660	\$2,600	\$2,520
3:1 Rectangle* (300 × 100 pixels)	\$1,980	\$1,930	\$1,880	\$1,835	\$1,790
Full Banner (468 × 60 pixels)	\$1,465	\$1,405	\$1,360	\$1,295	\$1,240
Rectangle* (180 × 150 pixels)	\$1,125	\$1,090	\$1,045	\$1,005	\$960

* IAB-approved sizes

E-Mail Marketing

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message directly to the inboxes of social work professionals. This targeted and cost-effective method of reaching *Social Work Today's* audience of influential social work professionals 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: \$5,295

\$395 per 1,000 names for quantities under 13,000

Digital advertising packages that include e-newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placement 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.

E-Mail Marketing Specifications

PREFERRED FILE FORMAT: HTML documents ONLY. Images in .jpg, .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.

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.

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 sales representative 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.