

SOCIAL WORK TODAY DIGITAL ADVERTISING

2010 Online Ad Rates	1x	3x	6x	9x	12x
Homepage - Run of Site					
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
Home Page Only					
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
Topic Index					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Article Page					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
e-Newsletter Rates					
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