

## Update Newsletter 2011-12 Rate Card

**Publication Schedule** - update is published 4 times a year.

<u>ISSUE</u>	<u>AD DEADLINE</u>	<u>PUBLICATION DATE*</u>	<u>ISSUE</u>	<u>AD DEADLINE</u>	<u>PUBLICATION DATE*</u>
Fall 2011	Aug. 24, 2011	Sept. 16, 2011	Spring 2012	Feb. 17, 2012	March 21, 2012
Winter 2011-12	Dec. 12, 2011	Jan 9, 2012	Summer 2012	May 4, 2012	June 15, 2012

**\*Above Dates Subject to Modification**

**Size** - *Update* is in a magazine format with a finished size of 8 1/4" x 10 7/8".

**Submission of Advertising Materials**- Ads are accepted in pdf, tiff, and jpeg formats in the dimensions listed below. Email submissions are preferred but camera-ready ads are accepted. Only classified ad copy is accepted via fax.

### ADVERTISEMENT SIZES & RATES

<b>Classified:</b>	<b>Simple-</b> \$8.00/line	<b>Boxed-</b> \$9.00/line		
	[Minimum billing of six (6) lines (approximately 50 characters per line) <b>PRE-PAYMENT IS REQUIRED</b> ]			
<b>Display Ads:</b>	<b>Business Card</b> (3 1/2" w. x 2" h.)	\$90	<b>One-Quarter page</b> (3 5/8" w. x 4 5/8" h.)	\$235
	<b>One-Half page</b> (7 1/2" w. x 4 5/8" h.)	\$410	<b>Full page</b> (7 1/2" w. x 9 1/2" h.)	\$700

**\* EMPLOYER RECRUITMENT BONUS \*** All Quarter-page, Half-Page and Full Page advertisements for FT positions receive a FREE 4 week online listing on the NASW-NYS Chapter website- [WWW.NASWNYS.ORG](http://WWW.NASWNYS.ORG)

**DISCOUNT FOR MULTI-ISSUE AD PLACEMENT** - 15% discount for placement of 3 or more consecutive ads. To qualify for the discount, ads must be placed on a single insertion order. The total for all ads after the discount must be paid at the time of placement.

**NASW-NYS ADVERTISING POLICY** - NASW-NYS reserves the right unilaterally to reject or cancel advertising in its publications for any reason at any time. All advertising is subject to the publisher's approval. NASW-NYS complies with the provisions of applicable federal laws prohibiting discrimination. Placement of ads will be at NASW-NYS's discretion. (Advertiser's preference will be met whenever possible.) NASW-NYS publications do not accept advertising for candidates for public elective office. NASW-NYS will not accept advertising that appears to libel, slander, or conflict with NASW-NYS policies. Ads will not be accepted from agencies or individuals under sanction by NASW-NYS for violations of its Code of Ethics. Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. **Advertisement of Insurance:** The NASW Assurance Services is the sole vehicle for offering insurance products and services (including prescription plans) to NASW members. NASW-NYS cannot accept advertising to promote, support, or endorse insurance products/vendors that are not sponsored by or affiliated with Assurance Services.

**Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline.** NASW-NYS is not responsible for any claims made in an advertisement appearing in its publications. The advertiser and/or advertising agency assume liability for all ad content including text preparation and illustrations. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement. NASW-NYS will not be bound by any term(s) or conditions(s) that an advertiser includes on order forms or invoices unless NASW has agreed in writing to such term(s) or condition(s). Other than the return of any charge that has been paid, NASW-NYS is not liable for alleged loss or damages if an advertisement is omitted for any reason. Advertiser claims for errors will be decided on case-by-case basis with discounts offered for the advertisement in question or on the advertiser's next order provided it is determined that NASW-NYS made the error and that the error seriously affected advertising results. **The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.** **Advertising Agents:** Please **NOTE Rates Are NET Amounts payable to NASW-NYS.** If new copy for a contract ad is not received by the closing date, standing copy will be used. NASW-NYS will provide notice of rate changes at the earliest feasible time and at least in the issue preceding the first issue to be affected. Any advertising contract ratified before a rate change is announced will be honored at the contracted rate for the life of the contract. Renewals of such contracts will be subject to the rates prevailing at the time of renewal. No cancellations will be accepted after closing dates. Advertisers who fail to notify the publisher of cancellation prior to ad deadline date will be required to pay full price for insertion.

**Ads for the Supervision of Clinical Social Work in NYS:** NASW-NYS advises all individuals providing (advertising) clinical social work supervision services in NYS to be aware of and in compliance with the laws, rules and regulations governing such practice which are outlined on the NYS Education Dept.-Office of the Professions Social Work website: [www.op.nysed.gov](http://www.op.nysed.gov)

**Update Insertion Order Form**

**Business Name** \_\_\_\_\_

**Billing Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_ **Email** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Date Submitted** \_\_\_\_\_

**SELECT AD SIZE:**

CLASSIFIED: SIMPLE (\$8 per line/6 line minimum) \_\_\_\_\_ BOXED (\$9 per line/6 line minimum) \_\_\_\_\_

**NOTE: Pre-payment is Required for Simple/Boxed Classified Ads**

BUSINESS CARD (\$90) \_\_\_\_\_ ONE-QUARTER\* PG (\$235) \_\_\_\_\_ ONE-HALF\* PG (\$410) \_\_\_\_\_ FULL\* PG (\$700) \_\_\_\_\_  
 (3 1/2" w. x 2" h.) (3 5/8" w. x 4 5/8" h.) (7 1/2" w. x 4 5/8" h.) (7 1/2" w. x 9 1/2" h.)

**\* Employer Recruitment Ad Eligible to Receive FREE 4 Week Online Job Listing**

**SELECT ISSUE(S) FOR PLACEMENT:**

Fall 2011 \_\_\_\_\_ Winter 2011-12 \_\_\_\_\_ Spring 2012 \_\_\_\_\_ Summer 2012 \_\_\_\_\_

*The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.*

**Rate** \_\_\_\_\_ **Discount** (if any) \_\_\_\_\_ **TOTAL DUE** \_\_\_\_\_

**PAYMENT METHOD:**

Send Invoice to:

**Payment is due within 15 days of invoice date. Please Include Remittance Slip with Payment**

Enclosed Check # \_\_\_\_\_ (Payable to NASW-NYS)  Customer Purchase Order # \_\_\_\_\_

Charge Total to my Credit Card (Visa, MC, AMEX) # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Credit Card Billing Address** if different than above: \_\_\_\_\_

**Name of Cardholder (Print & Sign):** \_\_\_\_\_

**CLASSIFIED AD COPY** (Please print or type below, or attach copy)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Submit Ad Insertion Order Form, Ad Copy & Payments to:**

NASW-NYS Chapter *Update*, Attn: Annmarie Graybash  
 188 Washington Avenue, Albany, NY 12210  
 Fax: (518) 463-6446

OFFICE USE ONLY	
Date Rcv'd	_____
Customer ID	_____
Invoice Sent	_____
Payment Rcv'd	_____ Ck # _____



National Association of Social Workers

Email: [anmarie\\_graybash@naswnys.org](mailto:anmarie_graybash@naswnys.org)

**THANK YOU FOR CHOOSING *UPDATE* AS YOUR SOURCE FOR SOCIAL WORK ADVERTISING!**