
SCHEDULE OF DEADLINE DATES*

JAN/FEB Deadline:	January 1
Mail Date:	January 25
MARCH/APRIL Deadline:	March 1
Mail Date:	March 25
MAY/JUNE Deadline:	May 1
Mail Date:	May 30
JULY/AUGUST Deadline:	July 1
Mail Date:	July 25
SEPT/OCT Deadline:	September 1
Mail Date:	September 25
NOV/DEC Deadline:	November 1
Mail Date:	November 25

*Deadlines are firm. 3rd Class mail received by members up to 2 weeks after mail date.

MAILING LABELS

NASW-NJ Chapter mailing list is available for purchase.

- \$0.12 cents per name for selected counties or zip code range (\$0.10 cents per name for entire state)
- \$25 administrative fee
- Mailing list is available electronically as Excel spreadsheet or in hard copy as Avery 5160 labels. All requests are fulfilled within 7-10 business days. Excel spreadsheet is provided through email only and labels are sent via Federal Express 3-day economy service.
- Labels are printed in zipcode plus 4 order unless otherwise specified

For more information or to request an order form, contact Janine Hendryx at jhendryx@naswnj.org.


GENERAL CONDITIONS

1. No advertisement shall be published unless an insertion order in writing is received at the office of the Publisher no later than the closing deadline specified by the Publisher for the issue(s) desired.
2. Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change in writing is received at the office of the Publisher no later than the closing date for the issue(s) desired. In the event copy changes are not properly confirmed in writing, Advertiser's most recent advertisement shall be inserted.
3. In the event all necessary advertising materials are not received at the office of the Publisher prior to closing deadline for the issue(s) desired, Publisher cannot guarantee insertion of such advertisement(s) in such issue(s).
4. No advertisement may be canceled after the specific closing deadline for the issue in which it is scheduled to appear.
5. Advertiser must submit payment along with the insertion order.
6. Publisher shall not be responsible for errors caused by typesetters.
7. Publisher shall not be responsible for claims made in advertisements; shall indemnify and hold Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
8. Position of advertisement shall be under the exclusive discretion and control of the Publisher, unless a position of guarantee fee is paid for by Advertiser, which will be determined by the Publisher.
9. All advertisements are subject to approval by Publisher. Such approval shall be granted or withheld solely at Publisher's absolute discretion.
10. Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents; and Advertiser shall indemnify and hold Publisher harmless from any liability of any kind whatsoever resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.
11. In the event a dispute arises between Publisher and Advertiser which is not specifically governed by previous terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.

NASW-NJ

Advertising Rates

May 2010



Act Now!
Secure your ads at
the current low rates!

NASW New Jersey Chapter
200 Metroplex Drive, Suite 404
Edison, NJ 08817

Phone: 732•248•1590

Fax: 732•248•0281

Email: info@naswnj.org

FOCUS

FOCUS is the official publication of the National Association of Social Workers, New Jersey Chapter, for its members, and members of the human service professions. FOCUS is published bi-monthly by NASW-NJ. Subscriptions are included in annual membership dues payments. Subscriptions are available for the cost of \$50 per year for non-members.

Circulation: over 7,600 members throughout the state of New Jersey, Schools of Social Work in New Jersey, and 55 NASW state chapters.

newSWire

newSWire newSWire is the NASW-NJ electronic newsletter. newSWire is sent weekly to both NASW members and non-members. Subscriptions provided at no cost to all social workers. Sign-up at www.naswnj.org. Circulation: Over 7,600 social workers.

www.naswnj.org

Visit NASW-NJ's website for the latest news on the profession in the state. Circulation: over 8,000 hits per month.

Sorry, no telephone orders accepted.

**PAYMENT MUST BE SENT WITH
INSERTION ORDER OR PRIOR TO AD
PLACEMENT.**

Classified Advertising Rates

Classified ads may be placed in any of our three (3) publications. ****Important note:** You will be charged separately for each placement.

FOCUS and Web:

<30 words\$35
31-50 words\$60
51-75 words\$90
76-100 words\$120
101-125 words\$150
126-150 words\$180

newSWire: Ad rates for newSWire are \$50 per issue. May include a link to your site. Maximum number of words is 30.

Display Advertising Rates

Display Rates

		Advertisement Size		HEIGHT
		WIDTH		
Back Page (inside)	\$660.00	7-1/2"	x	10"
Full Page	\$600.00	7-1/2"	x	10"
1/2 Page	\$390.00*	7-1/2"	x	5"
1/4 Page	\$270.00	3-3/4"	x	5"
1/8 Page	\$180.00	3-3/4"	x	2-1/2"

PLEASE NOTE:
Dimensions given are for the
borderline going around the ad.
Ads must be camera ready.
Faxed ads are not considered
camera ready. We prefer to
receive ads electronically.

Insertion Discount

	1X	2X	3X	4X	5X	6X
Back page (inside)	\$660.00	\$646.00	\$633.00	\$620.00	\$607.00	\$595.00
Full page	\$600.00	\$588.00	\$576.00	\$564.00	\$552.00	\$540.00
1/2 page	\$390.00*	\$382.00*	\$374.00*	\$366.00*	\$358.00*	\$350.00*
1/4 page	\$270.00	\$264.00	\$258.00	\$252.00	\$246.00	\$241.00
1/8 page	\$180.00	\$176.00	\$172.00	\$168.00	\$164.00	\$160.00

* Additional \$75.00 for the back page