



Council on Social Work Education
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2009–2010 Advertising Rates

REACH YOUR TARGET AUDIENCE

The Journal of Social Work Education is circulated to more than 4,100 Council on Social Work Education members, programs, and academic libraries. The *Journal* puts your advertising before the eyes of an interested audience of social work educators, social work students, aspiring social workers, and college and university administrations.

Published continuously since 1964, the *Journal of Social Work Education* is a refereed, professional journal produced for social work educators, administrators, and practitioners. The *Journal* carries display advertising for social work programs, conferences, workshops, books, videos, faculty and practitioner vacancies, and other products and services relevant to social work education.

Ad Sizes

Size	Inches	Millimeters
Full Page	5-1/2 x 8-1/2	140 x 216
Half Page Horizontal	5-1/2 x 4-1/4	140 x 105
Half Page Vertical	2-3/4 x 8-1/2	63 x 216
Quarter Page	2-3/4 x 4-1/4	63 x 105

Deadlines

Issue	Publication Date	Ad Deadline
WINTER	January 15	December 1
SPRING	May 15	April 1
FALL	September 15	August 1

Rates (effective through June 30, 2010)

Size	1 time	3 times*
Full Page Special Placement	\$1,150	\$2,700
Full Page	780	2,070
Half Page Horizontal	545	1,395
Half Page Vertical	545	1,395
Quarter Page	385	990

***18% total discount.** Rate applies to ads placed in three consecutive issues.

Ad Agency Discount: 15%

Print Ad Specifications

Ads are accepted in grayscale PDF file format only. Use "highest quality," "press quality," or settings equal to or greater than 300 dpi. All fonts must be embedded. Disable any Internet and e-mail hyperlinks. Ads submitted in an incorrect size will be rescaled to fit; they cannot be resized. Color and bleed ads are not available. If necessary, contact us for technical clarification.

The Council on Social Work Education reserves the right to refuse any advertisement.