

Magazine Ads

Contributed by Linda Grobman

Magazine Advertising Rates

THE NEW SOCIAL WORKER, the only national magazine in the U.S. devoted to social work students and recent graduates, is published quarterly. It reaches a unique audience of new social workers who are eager to learn about job opportunities, publications, educational programs, products and services available to them and their clients.

THE NEW SOCIAL WORKER is available in electronic format only. Your ad will appear in the PDF edition (in color, if desired) that is available for download from our Web site.

THE NEW SOCIAL WORKER currently has approximately 6,900 subscribers (as of September 2009).

Display Advertising

Full Page (7 1/2 x 9 3/4 inches)--\$425.00

1/2 Page (7 1/2 x 4 3/4 or 3 1/2 x 9 3/4 inches)--\$250.00

1/4 Page (3 1/2 x 4 3/4 or 4 3/4 x 3 1/2 inches)--\$135.00

Classified Advertising

\$.50 per word (minimum \$25)

Other Information

Please contact us for discount rates for multiple insertions. All display ad rates are for camera-ready ads. Ads that require setup will incur additional charge.

Deadlines

Winter Issue--November 15

Spring Issue--February 15

Summer Issue--May 15

Fall Issue--August 15

How to Submit an Ad

The above rates are NET rates. Please submit ad in writing, with payment, by the deadline to insure inclusion in the issue(s) requested.

Ads should be submitted in electronic format if at all possible. Accepted formats are PDF (with all fonts and graphics embedded) or IBM-formatted TIFF (300 dpi). Please contact us to inquire about other formats. Ads may be submitted in color for our electronic edition at no additional charge. Ad files may be submitted by e-mail to linda.grobman@paonline.com.

To be considered camera-ready, original materials must be submitted, and they must be the correct size. Make checks payable to "White Hat Communications," and send ad with payment to: THE NEW SOCIAL WORKER, P.O. Box 5390, Harrisburg, PA 17110-0390.

NEW! You can now place your advertising order online.

For more information, contact Linda Grobman, Publisher/Editor at (717) 238-3787 (phone), (717) 238-2090 (fax), or linda.grobman@paonline.com.