

Web and Enews Ads

Contributed by Linda Grobman

Web Site and E-News Advertising Rates

THE NEW SOCIAL WORKER ONLINE is the online version of the only national magazine in the U.S. devoted to social work students and recent graduates. Features of the site include articles from the print magazine, book reviews, and more, PLUS our state-of-the-art job board and career center at Social Work JobBank. The site's visitors are both new and experienced, professionally trained social workers who are looking for ways to advance their careers. Job listings on our site range from entry level to management level.

ADVERTISE ON SOCIALWORKJOBANK.COM

THE NEW SOCIAL WORKER ONLINE accepts job listings on its SocialWorkJobBank.com site at the rate of \$84.95 for a 30-day listing and \$109.95 for a 60-day listing. We also have job posting packages that offer substantial discounts for prepaying for 3 or more job postings and other features.

There is no additional charge for links to e-mail addresses or Web sites listed in your ad.

Your ad will appear on our specialty job site, SocialWorkJobBank.com. This full-featured job board features self-service job posting and editing, quick and advanced job search features, a résumé database, online job applications for job seekers, daily and weekly job mail alerts for job seekers, and more. Please visit the site for full details, rates, and options.

ADVERTISE IN OUR E-MAIL NEWSLETTER

The Social Work E-News is sent once per month to more than 26,000 (as of September 2009) subscribers who have requested the newsletter. Subscribers include social work students, educators, and practitioners at all levels.

PERSONNEL ADS

We offer job listings of up to 150 words in our e-mail newsletter, THE NEW SOCIAL WORKER SOCIAL WORK E-NEWS. The cost for a 1-time listing in the newsletter is \$75. SocialWorkJobBank advertisers receive a discounted rate when also advertising in the E-News.

NON-PERSONNEL ADS

In addition, we accept a limited number of non-personnel ads for the Social Work E-News. The rate for non-personnel ads is \$300 per insertion.

ADVERTISE ON SOCIALWORKER.COM

We offer standard 468x60 banners at the top and bottom of our Web pages, as well as smaller button ads on the right side.

SocialWorker.com Banner and button rates:

468x60 banner at top of page: \$300/month
 468x60 banner at bottom of page: \$200/month
 120x90 button on right side of page: \$100/month

Please contact Linda Grobman for further information about banners and other advertising opportunities on SocialWorker.com and our other sites.

HOW TO ADVERTISE

Posting on SocialWorkJobBank.com is provided on a self-service basis. Visit the site to sign up for an account and begin posting your job openings today.

You may submit your Social Work E-News ad or banner ad by e-mail to linda.grobman@paonline.com. Please include the text of your E-News ad as you would like it to appear, along with a billing name, address, and telephone number. You may also submit your ad by mail to White Hat Communications, P.O. Box 5390, Harrisburg, PA 17110-0390. Please

make checks payable to "White Hat Communications," or charge your ad to a Mastercard, Visa, American Express, or Discover (include billing name and address for the credit card holder, card number, and expiration date).

NEW! You can now place your advertising order online.

For more information about advertising on SocialWorkJobBank.com, Socialworker.com, or in the Social Work E-News, contact Linda Grobman, Publisher/Editor at (717) 238-3787 (phone), (717) 238-2090 (fax), or e-mail Linda at the address above.