

ONLINE ADVERTISING RATES

(Rates effective March 2016)

Beginning in July 2015, NASW Florida offers advertising in digital format only, through the options listed below.

Classified Advertisements: These text ads will be published at <http://www.naswfl.org/advertising.html>

- Posted online for a duration of 30 days. Ads may be posted at any time during the month, but text will not be published until full payment has been received. Advertisers wishing to pay for more 2 months or more will be given a 20% discount.
- Available on our website to any visitor. Links to this page appear on several places on our website, with a direct link to the “Marketplace” included in the monthly E-newsletter.

Rate: Rates will be based on word count. Classified ads cost \$20 for the first 75 words, each additional word is \$.25 extra. **\$20 minimum per ad.**

How to submit a classified ad: Ads may be sent to info.naswfl@socialworkers.org. The text of the ad must be submitted in the body of the message, not as an attachment, and include the following information (please copy/paste into your message):

- Billing Contact Name*
- Billing Contact E-mail Address*
- Billing Contact Phone Number*
- Desired Ad Duration*
- Special Instructions*
- Ad Text

**does not count toward billable word count*

Once received, the rate of the ad will be confirmed and payment options outlined. Once payment is received, the ad will be posted on our website. *Refunds will not be given.*

Ads will be posted in order of expiration date, with those advertisers committing to a longer period of time appearing at the top of the list. **For an additional \$15 per month, an advertiser may request priority display, to have their ad highlighted and in larger text for increased visibility.** This option must be made at the onset of ad placement, and for the full duration of the ad. Request this option under “Special Instructions” of the submission format.

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Display Advertisements: These image ads will be published at <http://www.naswfl.org/advertising.html>

- Posted online for a duration of 30 days. Ads may be posted at any time during the month, but ad will not be published until full payment has been received. Advertisers wishing to pay for 2 months or more will be given a 20% discount.
- Available on our website to any visitor. Links to this page appear on several places on our website, with a direct link to the "Marketplace" included in the monthly E-newsletter.

Rate: Rates will be based pixel size, as noted in the table below.

Ad Size	Price	Included Options
Large (300 x 190 pixels) (4"x3")	\$150.00	click-thru link
Medium (150 x 190 pixels) (2" x 3")	\$90.00	click-thru link
Small (150 x 90 pixels) (2" x1.5")	\$45.00	click-thru link

How to submit a display ad: Ads will be accepted as .jpg or .png only, with a minimum resolution of 72 DPI. Ads may be sent to info.naswfl@socialworkers.org, and include the following information (please copy/paste into your message):

- Billing Contact Name
- Billing Contact E-mail Address
- Billing Contact Phone Number
- Desired Ad Duration
- Special Instructions
- Attach Image File

Once received, the rate of the ad will be confirmed and payment options outlined. Once payment is received, the ad will be posted on our website. *Refunds will not be given, nor will revisions be accepted prior to the expiration date of the ad.*

NASW-FL posts employment ads on our website at no charge. To post an employment ad, please go to www.naswfl.org/employment.html and use the form provided there.

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