

Advertise with NASW-FL

Website • E-Newsletter • Email

Advertising with NASW-FL



Social workers are experts at sharing resources and helping folks meet their needs. Whether you're offering your services as a clinical supervisor, advertising office space for rent, or providing professional services, our advertising venues are perfect to share what you're offering.

OVERVIEW

- NASW-FL E-Newsletter is read by 5,100 social workers
- Website is visited daily an average of 1,000 times
- E-Newsletter posted to website for 90 days
- Advertising with NASW-FL quickly gets you to your target audience.

TARGET AUDIENCE

- Academic / Educational
- Medical / Health
- Professional Services
- Advocacy Organizations
- Non-Profit Providers
- Pharmaceutical Companies
- Substance Abuse / Rehab Centers
- Long-Term Care Organizations
- Mental Health Providers / Services
- Veterans / Military Organizations
- Senior Care Providers

BENEFITS

- Expand awareness of your organization / services
- Increase market shares
- Cultivate brand loyalty
- Promote to your specific target audience
- Meet your prospects where they are

Digital Advertising

Monthly E-Newsletter Ad:

The **deadline is the 10th of every month**, for receipt of final, web-based resolution, sized ad with click-thru-link to ccall.naswfl@socialworkers.org. Because of publishing deadlines, no exceptions will be made for ads received late.

Ad Size	Price	Included Options
Side Bar Large 1.5" w X 7" h	\$150.00	click-thru link
Side Bar Small 1.5" w X 2.5" h	\$100.00	click-thru link
Block Ad Middle 6.5" w X 1.2" h	\$250.00	click-thru link
Block Ad End 6.5" w X 1.2" h	\$200.00	click-thru link

Display Ad:

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

- Posted online for 30 days. Ads may be posted at any time during the month, but ads will not be published until paid in full. Advertisers who pay for two months or more receive a 20% discount.
- Available on our website to any visitor. Links to this page appear in several places on our website, with a direct link to the "Marketplace" included in the monthly *E-Newsletter*.

Rate: Rates are based on pixel size.

Ad Size	Price	Included Options
Large (300 x 190 pixels) (4" x 3")	\$150.00	click-thru link
Medium (150 x 190 pixels) (2" x 3")	\$90.00	click-thru link
Small (150 x 90 pixels) (2" x 1.5")	\$45.00	click-thru link

Ads accepted as .jpg, .jpeg or .png only, with a maximum resolution of 150 DPI.

Homepage Banner Ad:

Displayed on the homepage of NASW-FL, the banner ad includes your clickable graphic and can be purchased in increments of:

Ad Duration	Price	Included Options
30 Days	\$200.00	click-thru link
60 Days	\$400.00	click-thru link
90 Days	\$600.00	click-thru link



The ad size is 7.6" w x 3.2" h, with maximum resolution of 150 DPI

Digital Advertising

Text Classified Ad:

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

- Posted online for 30 days minimum. Ads may be posted at any time during the month, but ads will not be published until paid in full. Advertisers who advertise for two months or more receive a 20% discount.
- Available on our website to any visitor. Links to this page appear in several places on our website, with a direct link to the "Marketplace" included in the monthly *E-Newsletter*.
- For an additional \$15 per month, an advertiser may request Priority Display, to have their ad highlighted and in larger text for increased visibility.

Rates are based on word count:

Word Count	Rate
1 - 75 words	\$20.00
76 - 125 words	\$40.00
126 - 175 words	\$60.00
176 - 225 words	\$80.00

Email Membership or Unit:

Do you want to send an email to NASW-FL members or target a specific unit? We have 18 local units from which to choose for a target audience. We will schedule your email to meet your marketing needs.

Please visit <http://www.naswfl.org/local-units.html> for detailed Unit information.

Email	Rate
Email up to three units of your choice	\$100.00
Email to full membership	\$200.00
Package of three emails to full membership	\$400.00 (sent within 45 days)



Facebook and Twitter:

Post your Text or Display ad to Facebook or Twitter:

Social Media	Rate
Facebook	\$20.00
Twitter	\$10.00

Sign up today at <http://www.naswfl.org/advertising.html>

Email: info.naswfl@socialworkers.org • Phone: 1-800-352-6279 • Website: <http://www.naswfl.org/>