

## Advertising Opportunities

- Exhibiting and Sponsorships
- Email Advertising
- Job Openings
- Mailing Lists
- NASW-NC Newsletter





## Sponsorship Levels

### **Benefactor \$2200.00**

Includes one exhibit table, Luncheon Ticket for 2 (Ethics Conference), a full page ad in the program, a ½ page ad in newsletter, recognition on the NASW-NC website, one time use of the NASW-NC member email list, company information in conference packets, 2 minute address to attendees before general session, and featured company logo with linked website on NASW-NC home page for 60 days.

### **Patron \$1500.00**

Includes one exhibit table, Luncheon Ticket for 2 (Ethics Conference), a ½ page ad in the program, a ¼ page ad in newsletter, recognition on the NASW-NC website, one time use of the NASW-NC member email list, company information in conference packets, and 2 minute address to attendees before general session.

### **Friend \$800.00**

Includes one exhibit table, Luncheon Ticket for 2 (Ethics Conference), a ¼ page ad in the program, recognition on the NASW-NC website, and one time use of the NASW-NC member email list .



## Exhibiting Levels

**Nonprofit Booth \$300.00**

**Corporate Booth \$400.00**

Exhibiting fees include 1 table.

For more information about our conferences,  
please see the following page.

# Conference Exhibit/ Sponsor Opportunities

## Ethics Conference and Awards Luncheon (March)

- One day conference 9:00am-4:30pm
- All exhibitors are set up inside the meeting room
- Expected attendance of 500 each year. Participants come from across the state.
- Exhibitors are invited to attend awards luncheon to continue to network with attendees
- \* Exhibitors seeking conference credit must register as a conference attendee.



## Spring & Fall LCSW Exam Prep Sessions

- One day conference, 9:00am-4:30pm.
- All exhibitors are set up inside the meeting room.
- Limited to 2 exhibitors.
- Expected attendance of 120 twice per year. Participants come from across the state.

### Additional Sponsorship Opportunity:

- If sponsoring lunch for the group, the vendor has the opportunity to give a 15 minute presentation on their product or service.

## Annual Clinical Social Work Summer Institute (May)

- Two and a half day conference
- All exhibitors are set up just outside the meeting rooms
- Expected attendance of 200 each year. Participants come from across the state.

### Additional Sponsorship Opportunities:

- If sponsoring lunch for a specialty networking group, the vendor has the opportunity to give a 15 minute presentation on their product or service.

## Clinical Supervision Certificate Training (June)

- Two and a half day conference
- All exhibitors are set up just outside the meeting rooms
- Expected attendance of 125 each year. Participants come from across the state.

## Annual Fall Conference (November)

- Two day conference
- All exhibitors are set up in an exhibit hall where breakfast and snacks are served
- Expected attendance of 400. Participants come from across the state.

### Additional Sponsorship Opportunities:

- If sponsoring lunch for a specialty networking group, the vendor has the opportunity to give a 15 minute presentation on their product or service.

*"Exhibiting at the NASW-NC Fall conference helped me to connect with my exact demographic and connect face to face. Overall, it was a fantastic experience from the NASW Staff, to the hotel, to downtown Asheville. I will be back next year for sure!"*

*Amy Kosciński, GiveForward*



# CE Endorsement / Approval


Offer *peer reviewed* coursework

Be more *attractive* to Social Workers seeking CE hours

*Increase your marketability*

*Raise* profit margin

Get *approval* for your distance education CE offerings!



Check out the new NASW-NC CE Endorsement Program and the CE Home Study Approval Program

For more information, please go to [www.naswnc.org](http://www.naswnc.org)

## International and Statewide Endorsement or Approval of your conference or seminar!

NASW-NC is pleased to join with you in the endorsement/approval process designed to support quality continuing education for social workers in North Carolina.

All courses that are endorsed (face to face) or approved (online) will be listed on the NASW-NC website and also placed on the NASW-NC continuing education calendar of events.

Please allow up to 4 weeks for processing. There is the option of rushing an application with a 10 day return for an additional fee.

| NUMBER OF COURSES | FEE   |
|-------------------|---|
| 1                 | \$100.00  |
| 2-5               | \$300.00 for the group. Must be submitted at the same time.       |
| 6-10              | \$400.00 for the group. Must be submitted at the same time.       |
| 11-15             | \$500.00 for the group. Must be submitted at the same time.       |
| 16-20             | \$600.00 for the group. Must be submitted at the same time.       |
| MORE THAN 20      | \$600.00 for 20 plus \$40.00 for each additional program over 20. |



# Email Advertisements

*Per National NASW Standards, the NC Chapter does NOT sell or distribute email lists of members for any reason. The NC Chapter provides three distinct opportunities for fiscal partners to provide their pertinent information to our membership, using our traditional methods of communication.*



**enewSWire Advertisements \$175.00**

enewSWire advertisements include 1 picture/graphic, 1 hyperlink and up to 100 words. It is emailed to the entire membership email list. (approx. 5,000 members)

**Email a Practice Area or Local Region \$50.00**

As a benefit of membership, NASW-NC maintains 16 Practice Area Networks and 15 Local Program Units that provide resources, continuing education opportunities, and services related to a specific area of interest or practice, or a particular region of the state. These Networks are a great way to target your advertisement to those with whom it is most relevant.

## Areas of Practice:

Aging, Clinical Social Work, Criminal Justice, Disaster Response, Ethics, GLBTQ, Health Care, Integrated/Collaborative Care, International Social Work, LCSWA, Macro Social Work, Men's Social Work, Military Social Work, Public Health Social Work, Safety, School Social Work, Social Workers Advancing Human-Animal Relationships (SWAHAR)

## Local Regions:

Asheville, Boone, Cape Fear/Wilmington, Charlotte/Mecklenburg County, Coastal, Far West, Fayetteville, Forsyth County, Greenville, Guilford County, Lumberton/Pembroke County, Morganton, Onslow County/Jacksonville, Orange County, Wake County

### Sample advertisements include:

- Continuing Education Events
- General Articles/ Information
- Company Profiles offering services of interest
- Office Spaces for Rent

# Job Openings

## Career Connect: Job Resources in NC

August 2013

### Featured Job Openings

[Supervisor of Inpatient Social Work Case Managers](#) - Greenville, NC

[Social Worker II](#) - Smithfield, NC

[Your Job Here](#) - Anywhere, US

[Psychotherapist](#) - Charlotte, NC

[Licensed Therapist](#) - Franklin, Pisgah Forest, NC

"We were pleased with the quality of candidates responding to the posting. While we still have LSW positions to be filled, the results of this posting made it well worth the cost and your email blast was specifically mentioned by a couple of the respondents. Thank you, also, for making the posting process so easy and user friendly. I have shared your contact information with my colleagues working on other programs in the Behavioral Health area."

-Talent Acquisition Consultant, National Health Services Company

## Job Bank Posting

**\$65 / \$125 / \$185 / \$500**

Posting opportunity includes unlimited words, and is listed for your choice of 30, 60, or 90 days. If you have multiple positions throughout the year, ask about our year contract! The Job Bank is available to any website visitor, and specifically marketed to over 5000 social workers in North Carolina.

## Career Connect Email

**\$40.00**

Our newest and quite popular email to membership, the Career Connect, contains a limited number of "featured jobs" directly reaching our membership with your open position. Positions must be posted on the NASW-NC Job Bank to apply. Ask about an email specifically marketing your company if multiple positions are available.

*The NASW-NC Job Bank has over 9,500 page views per month with users spending an average of 55 seconds online.*

# Mailing Lists



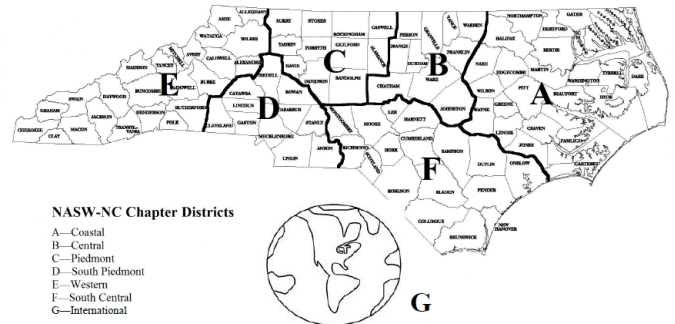
## Entire State Chapter

**\$300 / \$425**

Receive a mailing address label for every member of the NASW North Carolina Chapter.

Important information:

- Labels are rented for one-time use only
- Labels will be sent on self adhesive labels (\$425) or emailed directly to a professional mailer (\$300)
- Labels can be sorted by City, District, County and Membership type



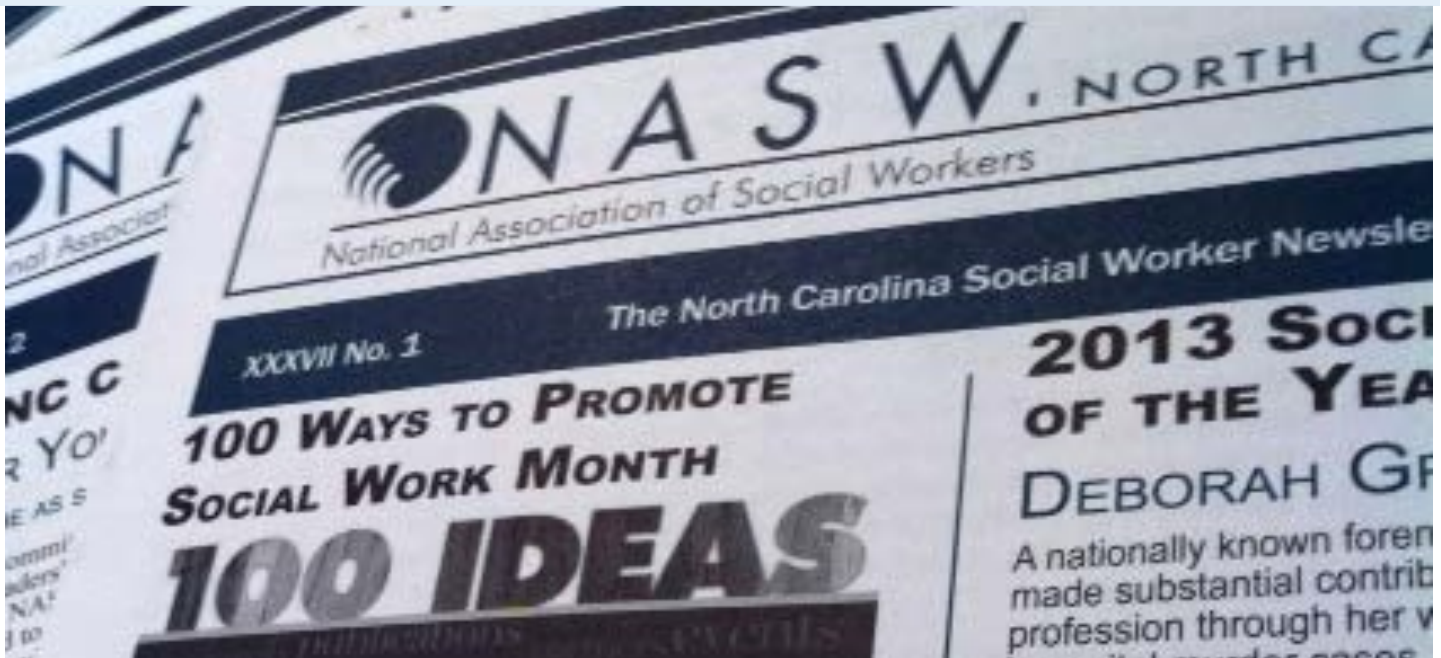
# Website Banners

The NASW-NC homepage is the source for professional social work information. We currently have over 5000 members. Members and non-members frequently use our site to find continuing education opportunities, register for conferences or events, find information about international social work, search available jobs, etc. This traffic creates over 6,000 unique pageviews per month. Display your company logo on our website today!

- The rotating banner is placed on the bottom of the NASW-NC homepage.
- The graphic that is provided can be linked. Once it is clicked on, the user will be directed to a webpage of your choice.

|          |                         |
|----------|-------------------------|
| 60 Days  | \$550.00                |
| 90 Days  | \$775.00 (save \$50)    |
| 120 Days | \$1,000.00 (save \$100) |
| 180 Days | \$1,500.00 (save \$150) |

# NASW-NC Newsletter



The NASW-NC Newsletter is printed 4 times per year, including February, May, August, and November editions.  
Deadline is the third Thursday of the previous month.

## Classified Advertising

Classified space can be used to advertise:

- Employment openings
- Office rental space
- Supervision
- And much more!

Advertisement fee includes up to **100 words**.

There is a charge of \$1.00 per word for each additional word over 100 words.

**\$65.00**

## Display Advertising

Display space can be used to advertise:

- Employment openings
- Conferences and Trainings
- Professional services (promote your agency or services)

**Full Page Ad:** 7.5 in x 10 in **\$325.00**

**Half Page Ad:** 7.5in x 5 in or 3.75in x 10in **\$250.00**

**Quarter Page Ad:** 3.75in x 5in **\$175.00**

Advertisements that are not camera-ready will be assessed and additional \$30/full page or \$15/quarter or half page ads.

**PDF or InDesign format is preferred.**



# Supervision Registry

## Obtaining Supervision for Licensure

Providing supervision is a time honored tradition as well as a legal requirement for Licensed Clinical Social Worker Associates (LCSWAs). NASW-NC provides a Supervision Registry for social workers both seeking and providing supervision for licensure around the state.

| Name             | Contact Me!                    | Specializa-<br>tion | Fees | Years in<br>Practice | Years<br>Supervising | I have<br>Liability |
|------------------|--------------------------------|---------------------|------|----------------------|----------------------|---------------------|
| Jane Doe<br>LCSW | 000-000-0000<br>jane@email.com | YOUR                | INFO | HERE                 | 15 years             | yes                 |

NASWNC will post your listing for 365 days from date of entry. Listings include name, credentials, business contact information, links to your web page or email, any specialties and certifications, fees you collect, and insurance status. We look forward to providing the registry for the social work community, with your name on it!

*"What a great resource to me as I grow in my practice!"*

|   |         |
|---|---------|
| <b>Members</b> who have <b>Taken and Passed</b> NASW-NC's Clinical Supervision Training         | \$20.00 |
| <b>Members</b> who have <b>NOT Taken and Passed</b> NASW-NC's Clinical Supervision Training     | \$30.00 |
| <b>Non-Members</b> who have <b>Taken and Passed</b> NASW-NC's Clinical Supervision Training     | \$40.00 |
| <b>Non-Members</b> who have <b>NOT Taken and Passed</b> NASW-NC's Clinical Supervision Training | \$60.00 |

**\*\*\*Prices are per year. Does not include a one-time 25.00 administrative fee\*\*\***

## NASW-NC Supervision Registry

**Find and Provide Supervision in North Carolina**



# Advertising Information

To purchase any method of advertising, please visit [www.naswnc.org](http://www.naswnc.org) and click on *Advertise with Us*.

To receive coupons and discounts on advertising, please fill out the following form and email, fax or mail to the address below.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company City: \_\_\_\_\_

Company State: \_\_\_\_\_

Company Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Website: \_\_\_\_\_

Thank you for your continued support of the social work profession, and for  
being a partner with NASW-NC.

We look forward to working with you in the future!

If you have additional questions, please contact us.

NASW-NC

phone: 919-828-9650

PO Box 27582

fax: 919-828-1341

Raleigh, NC 27611

email: [kristen@naswnc.org](mailto:kristen@naswnc.org)