

NASW-Michigan Advertising Opportunities

Reach over 6,000 professional social workers in Michigan by advertising with NASW-Michigan! The Michigan chapter provides distinct opportunities for fiscal partners to provide their pertinent information to our members, using our traditional methods of communications. Per National NASW standards, the Michigan Chapter does NOT sell email lists of members for any reason.

All NASW-Michigan advertising orders must have a completed Advertising Contract on file by the deadline – **No exceptions**. Mail, email (preferred), or fax your signed Advertisement Contract to the NASW-Michigan Chapter office. Receipt of your completed contract will be emailed when received. Payment for advertisements will occur after the publication has been distributed.

Job Postings:

Employment postings for social work related jobs are **FREE!** Simply go to <http://www.nasw-michigan.org/networking/> and fill out the job posting template under the 'Career Center' tab. Any employer may post a social work position, but only NASW members will have access to view them.

Mailing List/Label Rental*:

The NASW Michigan mailing list contains approximately 6,000 names of members, who live or work in throughout the state of Michigan. The list can be rented in its entirety, or broken down into individual Regions (11 total). No other break downs are available. NASW Michigan only provides its mailing list for materials that are either continuing education or for professional development related. Mailing addresses are for one time use only. E-mail addresses for members are not available.

- Entire Mailing List - \$300.00
- Per Label - \$0.10
- Minimum Purchase - \$50.00

***To purchase the mailing list/labels a completed [mailing list order form](#) must be completed.**

Blast Emails/Community Postings:

The second and fourth Friday of each month a *Michigan Social Work Community Post* email is sent out to the NASW Michigan membership, which is an opportunity to get your event or services highlighted. Each Community Post may contain up to 4 different posts. Post will be ordered by the date the signed contract was received.

Information can be sent as either a word document or JGP/PNG file.

- 200 word count limit with small image/logo. Links may be included
- Image (jpg/png) with size dimensions 525px (width) by 350px (height). Image can have one link attached to it.

Blast contract and content must be sent at least **one week** prior to posting for editing and proof confirmation. Blast postings are \$150 per week sent out. *No conference promotion will be accepted between February 15-April 15 each year.

Sample items for Blasts include:

- Continuing Education Events
- Social Work Articles/Information
- Company Profiles Offering Services of Interest
- Social Work Job Openings

Blast DO NOT include:

- Research Study Participation Requests
- Questionable Business Marketing
- Liability Insurance Companies or Programs
- Non-Approved Continuing Education

The Bridge Advertising Options

Advertising Schedule		Display Advertising	1	3+	6+
Jan / Feb Issue	Submission Deadline: January 1	Dimensions & Rates**			
March Issue	Submission Deadline: February 1	Full Page: 6" w x 8.75" h	\$480	\$460	\$440
May Issue	Submission Deadline: April 1	2/3 Page: 6" w x 5.75" h	\$360	\$345	\$330
July Issue	Submission Deadline: June 1	1/2 Page: 3" w x 8.75" h	\$265	\$255	\$245
September Issue	Submission Deadline: August 1	OR: 6" w x 4 3/8" h			
November Issue	Submission Deadline: October 1	1/3 Page: 3" w x 5.75" h	\$215	\$205	\$195
		OR: 6" w x 2.75" h			
		1/6 Page: 3" w x 2.75" h	\$120	\$115	\$110

As of March 2016 the Bridge will be moving digital, with members having the opportunity to opt-in to a print copy. The newsletter will also be moving to bi-monthly publication.

** Prices listed are for camera-ready ads and are on a per issue basis. Multiple issue discounts must be noted at the time of placing original order. Contact the Chapter office for details: 517.487.1548 or advertising@nasw-michigan.org. There is an additional one-time typesetting fee of \$55 for all submitted advertisements (any size) requiring typesetting. All rates are per insertion and are non-commissionable. **All ads are subject to approval. NASW-Michigan reserves the right to deny any content.**

Classified Advertising:

\$40 for the first 25 words; 25 cents for each additional word, with a maximum of 140 words. Company logo placement next to the classified ad is \$40. Every word is counted, including abbreviated words. Classified advertisements run alphabetically by heading. Ads may be mailed, faxed or emailed, along with billing information to the Chapter office by the closing date. Classified advertising copy will not be taken over the telephone.

Display Advertising:

Camera-ready advertisements should be professionally typeset and submitted by email as a TIF, JPG or PDF file set at 300 dpi or higher in exactly the sizes offered above. The editor reserves the right to determine whether or not an advertisement is considered camera-ready. **If reducing or enlarging an advertisement is required, it is not considered camera-ready and an additional \$55 typesetting fee will be charged.** Please note: camera-ready ads cannot be faxed. Only classified ads or display ads requiring typesetting may be faxed along with billing information. To be eligible for a display ad multiple issue discount, you must request that option when placing the original display ad. If you would like NASW Michigan to create your display ad an additional \$50 charge will be added.

Advertising Policy on Continuing Education:

Advertisements marketing Continuing Education Clock Hours (CECHs) must indicate whether or not the CECHs being promoted have been approved for Michigan licensure and list the approving body (e.g., Michigan Social Work Continuing Education Collaborative or ASWB). If approval is pending at the time of ad copy placement, the advertiser may list a course as pending approval but must clearly provide a resource for social workers to check whether or not the course has been approved before registering. NASW-Michigan reserves the right to deny advertisers if the above requirements are not met to the Association's satisfaction. In addition, advertisers may not use the NASW-Michigan name or logo without written permission from the Association.

Sponsor Advertising / Marketing Opportunities:

Various options exist for additional marketing opportunities at the NASW-Michigan Chapter's Annual Conference, Legislative Education & Advocacy Day (LEAD) and other educational events. For more information, contact the Chapter or go to www.nasw-michigan.org.

If you have questions or would like to submit an advertisement please contact Director of Member Services & Development Duane Breijak at 517-487-1548, ex 15 or at advertising@nasw-michigan.org.