

ADVERTISE IN THE SOCIAL WORK VOICE MAGAZINE



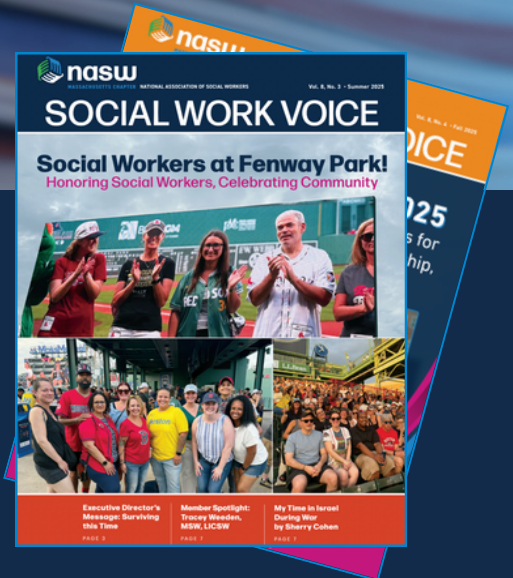
ADVERTISING MEDIA KIT

NOVEMBER 2026 - DECEMBER 2027

(updated 10/20/26)

Reach Massachusetts's Largest Network of Social Work Professionals with NASW-MA!

Social Work Voice is a magazine publication from the National Association of Social Workers Massachusetts Chapter, and on NASW-MA's website naswma.org.



Let us help you find your next employee or supervisee, fill your vacant office space, promote your upcoming conference or training, and more! Social workers in our network work in mental and behavioral health, including in private practice, with aging and older adult populations, with children and youth, including in schools, at the intersection of the criminal-legal system, in nonprofits and government, and much more!

ALL ADS PLACED APPEAR BOTH IN SOCIAL WORK VOICE AND ON WWW.NASWMA.ORG.

4 ISSUES

Over 6,000 social workers and legislators receive each issue, with the exception of the Winter issue which goes to over 20,000 LCSWs and LICSWs across the state of Massachusetts.



6-8 WEEKS

All ads are posted to our website within 5 business days of submission and remain live on our site for 6-8 weeks. Our website has over 5,000 visitors each week.



VISIT: WWW.NASWMA.ORG/PLACEAD

CONTACT: CHAPTER.NASWMA@SOCIALWORKERS.ORG

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AD OPTIONS AND PRICING:

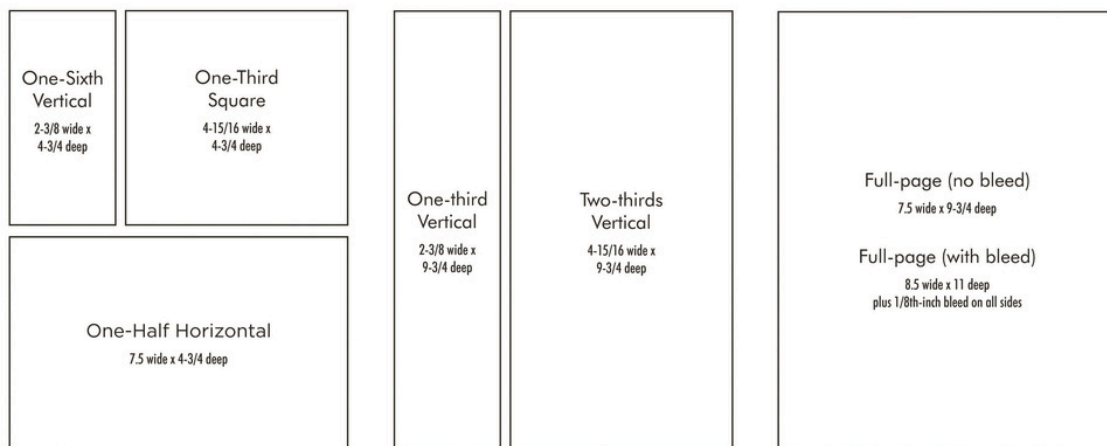
TYPE	SIZE	PRICE
Classified	Up to 25 words	\$80
Classified	26-50 words	\$95
Classified	51-100 words	\$190
Classified	101-200 words	\$380
Classified	201-300 words	\$760
Display	1/6 page (vertical)	\$300
Display	1/3 page (vertical)	\$450
Display	1/3 page (square)	\$550
Display	2/3 page (vertical)	\$750
Display	1/2 page	\$825
Display	Full page	\$1,800

ADDITIONAL INFORMATION:

- There is a 15% surcharge for ads placed for the Winter issue, which reaches 20,000+ social workers, opposed to 6,000+.
- Borders are available for classified (text-based) ads for an additional \$15/ad.
- NASW-MA members are eligible for discounts on OFFICE SPACE classified ads.
- Display ads will print as-is in Social Work Voice, but will appear as text-only online.
- Please note: job postings for employers with 25 or more employees must disclose wage ranges.

AD SIZES:

Please provide artwork for display ads as PDFs using CMYK colors.



AD DEADLINES:

- **Winter 2027:** December 11, 2026
- **Spring 2027:** March 23, 2027
- **Summer 2027:** June 22, 2027
- **Fall 2027:** September 16, 2027
- **Winter 2028:** December 9, 2027



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