Thank you for considering Social Work Voice, a magazine publication from the National Association of Social Workers - Massachusetts Chapter (NASW-MA), for your advertising needs. NASW-MA is one of the largest NASW chapters in the United States and the largest professional social work organization in Massachusetts.

Social Work Voice is delivered to 6,500 social workers, social work students, and state legislators, with special editions being sent to every licensed social worker in the state (more than 22,000). All ads appear in the respective issue and are also posted online for 6 weeks at naswma.org.

6,500
Copies mailed each issue
(40% of all social workers in MA)

6 weeks
Your ads will be on our website
(5,000 visitors a week)

6 issues
(Jan/Feb issue goes to 22,000+ social workers)

Fields of Specialization:

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children &amp; Adolescents</td>
<td>14%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
</tr>
<tr>
<td>Geriatrics</td>
<td>7%</td>
</tr>
<tr>
<td>Health Care</td>
<td>8%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>52%</td>
</tr>
<tr>
<td>Other*</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Addictions/Substance Use, Criminal Justice, Disabilities, Military and Veterans, Policy and Legislation, Trauma and Grief, and more
### Advertisement Options

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Members*</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified</td>
<td>Up to 25 words</td>
<td>$60</td>
<td>$80</td>
</tr>
<tr>
<td>Classified</td>
<td>26-50 words</td>
<td>$75</td>
<td>$95</td>
</tr>
<tr>
<td>Classified</td>
<td>51-100 words</td>
<td>$150</td>
<td>$190</td>
</tr>
<tr>
<td>Classified</td>
<td>101-200 words</td>
<td>$300</td>
<td>$380</td>
</tr>
<tr>
<td>Classified</td>
<td>201-300 words</td>
<td>$600</td>
<td>$760</td>
</tr>
<tr>
<td>Display</td>
<td>1/6 page (vertical)</td>
<td>N/A</td>
<td>$275</td>
</tr>
<tr>
<td>Display</td>
<td>1/3 page (vertical/square)</td>
<td>N/A</td>
<td>$450</td>
</tr>
<tr>
<td>Display</td>
<td>2/3 page (vertical)</td>
<td>N/A</td>
<td>$725</td>
</tr>
<tr>
<td>Display</td>
<td>1/2 page (horizontal)</td>
<td>N/A</td>
<td>$1,250</td>
</tr>
<tr>
<td>Display</td>
<td>Full page</td>
<td>N/A</td>
<td>$2,350</td>
</tr>
<tr>
<td>Premium Display</td>
<td>Back Cover</td>
<td>N/A</td>
<td>+30%</td>
</tr>
<tr>
<td>Premium Display</td>
<td>Inside Back Cover</td>
<td>N/A</td>
<td>+20%</td>
</tr>
<tr>
<td>Premium Display</td>
<td>Jan/Feb Issue</td>
<td>N/A</td>
<td>+15%</td>
</tr>
<tr>
<td>Premium Display</td>
<td>Themed Issue</td>
<td>N/A</td>
<td>+10%</td>
</tr>
</tbody>
</table>

**Classified**
Add border: +$5
*Member discounts only apply to office space ads

**Display**
All display ads will be printed in CYMK color and should be submitted as PDFs to naswma.org/placead

**Premium Display**
January/February issue goes out to every licensed social worker in Massachusetts (approx. 22,000)

**Themed issue** (e.g. health care, criminal justice, etc.) information available upon request
SOCIAL WORK VOICE

**Deadlines:**

<table>
<thead>
<tr>
<th>July/August 2019: June 21</th>
<th>January/February 2020*: Jan 10</th>
<th>July/August 2020: June 19</th>
</tr>
</thead>
</table>
Advertisement Submissions

All advertisements must be submitted online by the deadline. Please provide artwork for display ads in PDF format using CYMK colors. Ads can be submitted at: naswma.org/placead

Thank you for choosing Social Work Voice, we look forward to doing business with you!

Questions?

Questions and comments can be directed to Jamie Klufts, Director of Communications and Strategic Initiatives, at NASW-MA:

Email: jklufts.naswma@socialworkers.org

Phone: 617.227.9635 x119

Place your ad today: naswma.org/placead