

Advertising Rates, Deadlines and Requirements

(Revised 03/13/25)

Thank you for your inquiry about advertising with NASW/Texas. The National Association of Social Workers is the largest organization of social workers in the world with over 150,000 members. The Texas Chapter of NASW serves nearly 6,000 professional social workers.

NASW/Texas offers several great advertising options:

- Advertising in our monthly electronic newsletter and website.
- Sponsor, exhibitor, and advertising opportunities at our Annual State Conference.
- Listserv Job Posting.

NASW/TEXAS ADVERTISING POLICY

NASW/Texas has the responsibility as well as the right to exercise control over the content of its publications in order to fulfill its legal obligations, as stated in its bylaws, to strengthen and unify the social work profession, and to promote sound and continuous development of social work practice. Consequently, NASW/Texas reserves the right unilaterally to reject or cancel advertising in its publications for any reason.

General Provisions

- NASW/Texas reserves the right to reject advertisements for any reason.
- NASW/Texas complies with the provisions of applicable federal laws prohibiting discrimination.
- Placement of ads will be at the discretion of NASW/Texas, although advertiser's preference will be met whenever possible.
- NASW/Texas publications do not accept advertising for candidates for elective office.
- NASW/Texas will not accept advertising that appears to libel, slander, or conflict with NASW/TX policies.
- Ads will not be accepted from individuals under sanction by NASW/Texas for violations of its Code of Ethics.
- It is NASW/Texas' policy not to accept advertising for insurance products/vendors that are not sponsored by the NASW/Texas Assurance Services.
- It is NASW/Texas' policy to not accept advertising from continuing education platforms for wholesale or bulk continuing education credits.
- NASW/Texas reserves the right to enforce a 3-month moratorium on advertisements that are identical or similar to a continuing education event produced by NASW/Texas.

Please contact Virginia Cantu at vcantu.naswtx@socialworkers.org or 512-474-1454 for more information or to place an ad.

Online Advertising

Display and classified advertising is available on select sections of our website at www.naswtx.org.

Online Display Ads: Ads must be submitted in JPEG or PNG format with 72 pixels per inch in resolution and at the pixel ratio listed below.

Art should be sent to Virginia Cantu at vcantu.naswtx@socialworkers.org. She will contact you with billing information. See each advertising option for deadline.

Featured Display Ads:

- Homepage Display Ad: This ad is featured on our homepage as well as on all subpages, so your audience is sure to see it! One ad accepted per 30-day period.
- Subpage Display Ad: This ad is featured on all subpages. One ad accepted per 30-day period.

Any Featured Display Ad running for 6 months or more will receive a 20% discount.

WEB Display Ad Type	Size (pixels)	Rate
Featured Home Page Display Ad	230 x 230	\$750.00
Featured Sub-Page Display Ad	230 x 230	\$500.00

Featured E-News Ads:

Exclusive Feature banner, \$625

- E-News front page, placement at the top
- 468 width x 60 height pixels, JPG
- One monthly edition emailed to 5,000+ members.
- Only one advertisement of this type per month

Exclusive Text advertisement, \$500

- E-News front page, placement in lower right nav bar
- Heading-45 characters or less (with spaces)
- Description-Up to 75 words
- Image- 200 width x 150 height pixels, JPG
- One monthly edition emailed to 5,000+ members.
- Only one advertisement of this type per month

Exclusive Button advertisement, \$400

- E-News front page, placement in lower right nav bar
- 200 width x 150 height pixels, JPG
- One monthly edition emailed to 5,000+ members.
- Only one advertisement of this type per month

E-News Display Ads: Online E-News Display advertisements appear on the web pages containing articles from our monthly e-news, which is sent by email to our membership. Readers must click through the email to access the pages with advertisements. E-News Display ads appear on two pages (Features and Departments) in a column along the right side of the page. Ads will be placed in the order received each month. Advertisers may pay an additional \$25 fee to obtain the top position in the column: one accepted per month. Art must be received by the 20th of the month preceding publication. E-News is sent to our membership by the 5th of the month.

E-NEWS Display Ad Type	Size (pixels)	Rate
Skyscraper	120 x 600	\$400.00
Vertical Banner	120 x 240	\$325.00
Button	120 x 90	\$225.00
Small Button	120 x 60	\$200.00

Online Classifieds: Online Classified ads may be posted at any time during the month and run for 30 days from the date posted. The fee to run either option listed below costs **\$75** for the 1st 150 words and \$1 for each word thereafter. Ads are posted as they are received.

- **Continuing Education Opportunities**
- **Online Job Bulletin**
- **Classified**

Event Listing in NASW/TX Digital Newsletter: Ad information must be received by the 20th of the month preceding publication. E-News is sent to our membership by the 5th of the month. The fee to run an e-news event listing is **\$100**. The listing is posted for one month under the “Events” section in the E-news, to include the following:

- Event Date
- Name
- One line description
- Organization name
- Contact info/link to the registration page.

Social Media Advertisements

Two placements are available at a rate of **\$150** per month through the NASW Texas Facebook and/or Instagram page. This would include 50 words or less text ad content to be posted directly into the feed, along with a full-colored graphic and URL link per placement. The ad is a non-clickable ad and would accompany the text.

Listserv Job Bulletin and Continuing Education Advertisements

NASW/Texas also offers a Listserv Job Bulletin and Continuing Education Advertising Opportunity. This will only go out to our members as a member benefit. Members can opt out at any time if they do not wish to receive job bulletins or Continuing Education Ads on the listserv. The cost to post a job or CE opportunity ad on the listserv would depend on the area that it is targeting.

- Small Branches (**\$100**; one-time blast to one small branch)
***Select one:** Coastal Bend, Southeast Texas, East Texas, West Central Texas, South Plains, Concho Valley, Deep East Texas, Panhandle, Brazos Valley, Permian Basin, Red River, Northeast Texas, South Texas, Middle Rio Grande Valley, and Golden Crescent)*
- Medium Branches (**\$200**; one-time blast to one medium branch)
***Select one:** Texoma, Central Texas, Rio Grande, Lower Rio Grande Valley, Heart of Texas, and Gulf Coast.*
- Large Branches (**\$300**; one-time blast to one large branch)
***Select one:** Houston, Capital Area, North Central Texas Dallas Area, Alamo Area, and North Central Texas Fort Worth.*
- All Branches (**\$600**; one time blast to 5,000+ social workers across Texas)

Ads and inquiries should be directed to vcantu.naswtx@socialworkers.org. A Listserv Advertising agreement must be completed before an ad can be posted.