



CANADIAN ASSOCIATION OF SOCIAL WORKERS (CASW) **ADVERTISING POLICY and RATES**

All advertising is subject to the CASW's approval. The CASW reserves the right to reject advertisements for any reason at any time. The CASW is not liable for any alleged loss or damages if an advertisement is omitted for any reason.

Publication of an advertisement does not constitute endorsement or approval by the CASW of any product or services advertised, any point of view, standard, or opinion presented therein. The CASW is not responsible for any claims made in an advertisement appearing in its publications, and/ or website.

Rates are payable in Canadian dollars for orders from inside Canada and in US dollars for orders from outside Canada or services and events taking place outside Canada. Please add 5% GST if applicable.

Note that we do not discount or pay commission to advertising agencies.

The placement of an advertising order constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.

NOTE: The CASW offers two possibilities for advertisements: in its regular on-line publications (Journal, and Bulletin) and on its (non restricted area) web site.

For advertising information, in any form, please see our web site at www.casw-acts.ca or contact the CASW office, 383 Parkdale Avenue, Suite 402, Ottawa, ON, K1Y 4R4 Tel.: (613) 729-6668; FAX: (613) 729-9608; Email: casw-adminassist@casw-acts.ca.

2009-2010 Advertising Rates

CASW BULLETIN ON-LINE

The **CASW Bulletin**, is an on-line official publication of the Canadian Association of Social Workers (CASW). It is circulated via a restricted section of the CASW website, to readers across Canada in the USA and overseas. It is published April 30 and August 31 separately in French and English, and made available to subscribers in their language of choice. The English version is distributed to over 16,000 subscribers and the French to 1,000 plus schools of social work, social agencies and libraries. The Bulletin on-line is posted on the subscribers and on the members site for the complete calendar year.

The CASW reserves the right to position ads at its discretion, although advertiser's preference will be met whenever possible.

CANADA

<i>Sizes (h x w)</i>	<i>English Only</i>	<i>French Only</i>	<i>Both Language Issues</i>
<i>Full page</i> 9" high x 7.5" wide	\$893	\$735	\$1,620
<i>Half page (landscape)</i> 4.5" high X 7.5" wide	\$540	\$400	\$810
<i>Quarter page</i> 4.5" high x 3.75" wide	\$378	\$324	\$594

UNITED STATES & OVERSEAS

<i>Sizes (h x w)</i>	<i>English Only</i>	<i>French Only</i>	<i>Both Language Issues</i>
<i>Full page</i> 9" high x 7.5" wide	\$972	\$810	\$1,674
<i>Half page (landscape)</i> 4.5" high X 7.5" wide	\$594	\$454	\$864
<i>Quarter page</i> 4.5" high x 3.75" wide	\$432	\$378	\$648

Rates are payable in Canadian dollars for orders from inside Canada and in US dollars for orders from outside Canada or services and events taking place outside Canada. Please add 5% GST if applicable.

Deadline:

April 30 issue → March 15
August 31 issue → July 15

Ads must be sent in a PDF format to casw-adminassist@casw-acts.ca The CASW will not accept responsibility for submissions of lower quality.

NOTE: LIMITED SPACE FOR ADS. Ads will be accepted on a first come, first serve basis. **RESERVE YOUR SPACE EARLY.**

Make cheques payable to **Canadian Association of Social Workers.** 383 Parkdale Suite 402, Ottawa, Ontario, K1Y 4R4 (GST Registration # 86983 3624 RT0001).

2009-2010 Advertising Rates

CANADIAN SOCIAL WORK Journal On-Line

Canadian Social Work, is the official journal of the Canadian Association of Social Workers (CASW). It is circulated to readers across Canada and in the USA and overseas. It is published once a year on October 31. The Canadian Social Work Journal publishes articles in the language they are submitted with an abstract in the other official language. Other content is bilingual. It is circulated to over 17,000 subscribers, schools of social work, social agencies and libraries.

The CASW reserves the right to position ads at its discretion, although advertiser's preference will be met whenever possible.

CANADA

<i>Sizes (h x w)</i>	
200 x 122 (Full pp.) mm 8" x 5"	\$893
100 x 122 (½ pp.) mm 4" x 5"	\$540
122 x 66 (1/3 pp.) mm 5" x 2½"	\$378

UNITED STATES & OVERSEAS

<i>Sizes (h x w)</i>	
200 x 122 (Full pp.) mm 8" x 5"	\$972
100 x 122 (½ pp.) mm 4" x 5"	\$594
122 x 66 (1/3 pp.) mm 5" x 2½"	\$432

Rates are payable in Canadian dollars for orders from inside Canada and in US dollars for orders from outside Canada or services and events taking place outside Canada. Please add 5% GST if applicable.

Deadline for Camera Ready Copy: October 31 issue → September 15

Ads needs to be received in PDF via email to casw-adminassist@casw-acts.ca . The CASW will not accept responsibility for submissions of lower quality.

NOTE: LIMITED SPACE FOR ADS. Ads will be accepted on a first come, first serve basis.
RESERVE YOUR SPACE EARLY.

Make cheques payable to **Canadian Association of Social Workers.** 383 Parkdale Avenue, Suite 402, Ottawa, Ontario, K1Y 4R4 (GST Registration # 86983 3624 RT0001).

2009-2010 Advertising Rates

CASW Website

The CASW accepts advertisements in English and/or French for the two sections of its web site

- 1) Section restricted to members
- 2) Section open to the general public

Ads will be displayed on the CASW web site within fifteen (15) days of approval by the CASW Office.

Ads must be received in PDF format at casw-adminassist@casw-acts.ca. Advertisements may be limited in size. Rates are as follows:

CANADA

	English section only	French section only	Both sections
One month	\$540	\$486	\$864
Two months	\$972	\$864	\$1,512
Three months	\$1,404	\$1,296	\$1,944
Six months	\$2,700	\$2,592	\$3,888

UNITED STATES & OVERSEAS

	English section only	French section only	Both sections
One month	\$592	\$540	\$868
Two months	\$1,026	\$868	\$1,566
Three months	\$1,468	\$1,350	\$1,998
Six months	\$2,754	\$2,646	\$3,942

Rates are payable in Canadian dollars for orders from inside Canada and in US dollars for orders from outside Canada or services and events taking place outside Canada. Please add 5% GST if applicable.

Make cheques payable to **Canadian Association of Social Workers**, 383 Parkdale Avenue, Suite 402, Ottawa, Ontario, K1Y 4R4 (GST Registration # 86983 3624 RT0001). Payment must be received before the advertisement is placed on the web site.