

Canadian Association of Social Workers (CASW)

Advertising Policy and Rates

2016-2017

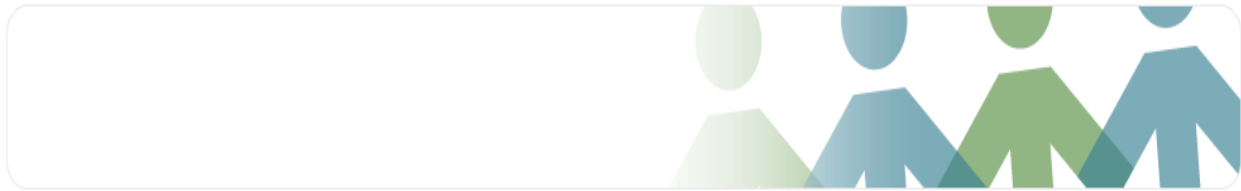
CASW offers a variety of opportunities for organizations and businesses to advertise and convey their message to the social work community in Canada. CASW offers the following advertising opportunities:

1. [Job Opportunities \(Classifieds\)](#)
2. [Admail \(Circulation to approximately 11000\)](#)
3. [Banner - CASW Reporter \(Monthly E-Newsletter\)](#)
4. [Website Banners](#)
5. [Coming Events](#)
6. [Canadian Social Work Journal](#)

For all advertising enquiries, please contact us at casw@casw-acts.ca or call toll-free 855-729-CASW (2279).

If not paying via Paypal, please make cheques payable to **Canadian Association of Social Workers**, 383 Parkdale Avenue, Suite 402, Ottawa, Ontario, K1Y 4R4 (HST Registration # 86983 3624 RT0001).

Analytics for advertising will be made available upon request.



1. Job Opportunities (Classified section of Website)

	Canada
One month	\$400+HST (13%)= \$452.00

Every classified ad is placed on the CASW website and linked to the CASW monthly e-newsletter that is circulated to approximately 15000 social workers across Canada each month.

Our rates are \$400 plus taxes for an initial 30-day posting. If you would like your ad to be posted for a longer period of time, CASW requires a written request five business days prior to the end-date of your posting, at an additional charge of \$275 plus taxes for every 30-days thereafter with no interruption and for the same ad.

Ads must be received in PDF format at casw@casw-acts.ca.

2. Admail

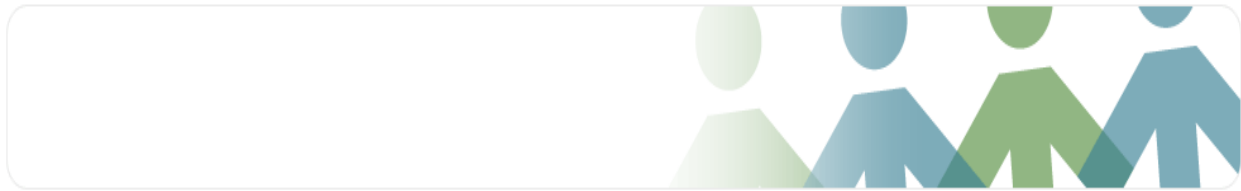
Admail offers advertisers an opportunity to directly reach a national social work audience that includes the membership of CASW's nine [Partner Organizations](#) and affiliate individual members in Ontario and Québec.

National advertisements only; the CASW Admail service will not be made available for province by province distribution.

Admail Cost: \$600 + (No administrative charge) + HST (\$78) = **\$678**

The following criteria outline the requirements to benefit from the CASW Admail Service:

- The Admail content must be approved by the Executive Director.
- The advertisement must be within the content of an e-mail message; CASW will not send attachments.
- The Admail is completed by CASW. No outside organization will be provided CASW membership lists.
- Pre-payment is required and e-mailing will be scheduled based on CASW's operational needs.



3. Banner - CASW Reporter (Monthly E-Newsletter)

One month	\$250+HST= \$282.50
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Banner at the bottom with your logo, slogan and web address. One sponsor per month. Size 500 pixel wide by 150 tall. Jpeg or gif format only.

The *CASW Reporter* is circulated to our list serve of approximately 11000 social workers across Canada. It is published at the end of each month.

4. Website Banner on Side Bar

One month	\$200+HST= \$226.00
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Size required 213 x 51 pixels. Jpeg or gif format only.

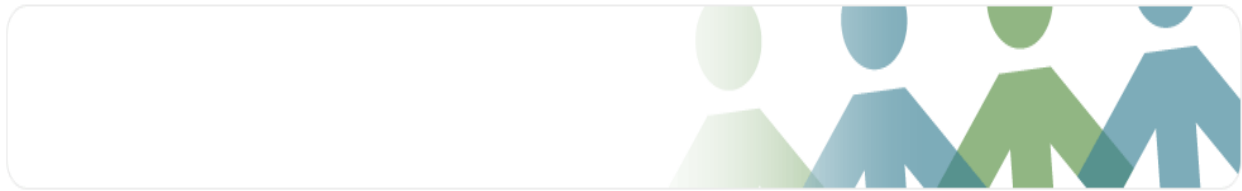
CASW limits website banners to 3 months per year (consecutive or non-consecutive). Website banners must clearly indicate 'Paid advertisement'.

5. Coming Events

CASW strives to be a resource of information as an outreach medium and posting your event on the CASW Web site offers a quick and easy way to promote your event. In this regard CASW offers for-profit businesses and organizations the opportunity to post events relevant to social work on the *CASW Coming Events* calendar for a nominal cost of **\$35 plus HST**. All events must be national or international in scope and the maximum length of posting for each event is one year from date of receipt of payment.

For non-profit events, CASW offers free event posting relevant to social work on the *CASW Coming Events* calendar. All events must be national or international in scope, offered by a not-for-profit organization and received at least 1 and ½ months in advance of the event.

All events posted on the *CASW Coming Events* calendar are approved at the discretion of the CASW Executive Director.

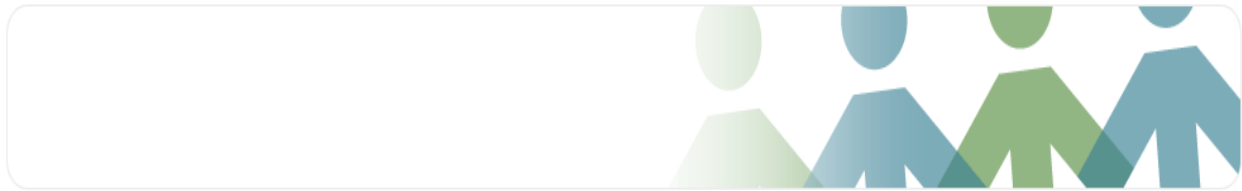


6. Canadian Social Work (CSW) Journal

CSW is the official journal of CASW. Commercial advertisements relevant to social work (as well as non-commercial advertisements depending on space availability) are an important part of the communication function and financial viability of the *Canadian Social Work*.

The *Canadian Social Work* journal is circulated to readers across Canada, the United States and overseas. It is published once a year on October 31st. 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 members, subscribers, Schools of Social Work, social service agencies and libraries.

Sizes (h x w)	
200 x 122 (Full pp.) mm 8" x 5"	\$893 +HST (13%) = \$1,009.09
100 x 122 (1/2 pp.) mm 4" x 5"	\$540 + HST (13%) = \$610.20
122 x 66 (1/3 pp.) mm 5" x 2 1/2"	\$378 + HST (135) = \$427.14



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

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. CASW is not responsible for any claims made in an advertisement appearing in its publications, and/ or website.

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

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

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