

## EXTEND YOUR REACH!

NASW-Illinois Chapter gives you numerous ways to get your message out to Illinois social workers. From website advertising to label rentals, job board and classified ads, to getting approval for your event to provide CEUs or promote an event on our website through co-sponsorship, there's something for everyone. Don't forget about our great discounts for NASW-Illinois Chapter members and nonprofits as well.

### *Website Advertising*

- **Banner Ad:** Need to get the word out to the largest audience of Illinois social workers? For as little as \$325 for a thirty-day subscription (\$260 for nonprofits or NASW members), NASW-Illinois will feature your banner ad on our homepage as well as on the featured News page. A complimentary ad will also be featured in the monthly e-mail blast announcement toward the beginning of the month which goes out to the entire NASW-Illinois Chapter membership.
- **Job Board Ad:** The NASW-Illinois Chapter Job Board allows advertisers to post job openings for only \$150 per month (\$100 for NASW members and nonprofits). Job postings go up upon approval (approximately two to five business days) and are promoted on the NASW-Illinois Chapter Facebook and Twitter accounts, as well as in a monthly e-mail to members.
- **Classified Ad:** Have an office for rent? Don't miss out on advertising its availability to our members! For \$125 per month (\$75 for NASW members and nonprofits), classified ads are featured on the News page of the NASW-Illinois Chapter website as well as promoted in a monthly e-mail to members. Please allow two to five business days for ad to be posted.

**WHAT ARE YOU MISSING?**

Your ad could be here.

### *Direct Mailing/Label Rental*



Get connected to over 6,000 Illinois! If your organization wants to send a physical mailing, renting labels from our membership database can connect you with your targeted audience, and for as low as just 23 cents per label (18 cents for NASW members and nonprofits). Let our staff work with you to select the best targeted audience (geographical region, field of practice, membership category) to reach the goal of your mailing.

### *Co-Sponsorship*

Obtaining and maintaining a provider license for CEUs through the Illinois Department of Financial and Professional Regulation (IDFPR) can be a timely and costly process for many. Let us co-sponsor your continuing education event/conference and avoid the hassle. Get approved to provide CEUs for a variety of licenses and for a small fee, get your event promoted to our members online and in our monthly e-mail blasts (time permitting). Prices start at \$200—go to [www.naswil.org/promote](http://www.naswil.org/promote) and click on co-sponsorship for full pricing and details on the application.

*(Turn over for more information.)*

**For complete information about ALL of our advertising options,  
go to: [www.naswil.org/promote](http://www.naswil.org/promote)**

Looking for something more customized for your event/product? Contact NASW-Illinois Chapter Executive Director Joel L. Rubin for more info: [jrubin.naswil@socialworkers.org](mailto:jrubin.naswil@socialworkers.org)

*As per bylaws as passed down by National NASW, we cannot sell or promote third party products to chapter members. If you would like to send an e-mail to promote your product to our members, consider a co-sponsorship with the NASW-Illinois Chapter or placing a website banner ad or classified ad (see above).*

### ***Ad Options At-a-Glance***

<b>Ad Type</b>	<b>Appears on Website</b>	<b>E-mailed to Members</b>	<b>Ad Length</b>	<b>Starting Price</b>
<b>Banner Ad</b>	Yes	Yes	1 month	\$260
<b>Job Board Ad</b>	Yes	Yes	1 month	\$100
<b>Classified Ad</b>	Yes	Yes	1 month	\$75
<b>Label Rental</b>	No	No	n/a	18 cents/label
<b>Co-Sponsorship WITHOUT Promotion</b>	No	No	n/a	\$200
<b>Co-Sponsorship WITH Promotion</b>	Yes	Yes	n/a	\$300