



# Perspectives

NEWSLETTER OF THE BC ASSOCIATION OF SOCIAL WORKERS

## Rates

<b>Full page</b> 7-3/5" x 9-1/2"	\$450
<b>2/3 page</b> 5" x 9-1/2" 7-3/5" x 6-1/3"	\$300
<b>1/2 page</b> 3-2/3" x 9-1/2" 7-3/5" x 4-3/4"	\$250
<b>1/3 page</b> 2-4/7" 7-3/5" x 3-1/6" 3-2/3" x 6-1/3"	\$190
<b>1/4 page</b> 3-2/3" x 4-3/4"	\$160
<b>1/6 page</b> 2-4/7" x 4-3/4" 5" x 2-3/7"	\$130
<b>Business card</b> 3-2/3" x 2-1/4"	\$100
<b>1 page insert</b> 8-1/2" x 11"	\$450

## Calendar

### December 2007

Ad deadline: Nov 5  
Publication: Dec 3

### March 2008

Ad deadline: Feb 11  
Publication: March 10

### June 2008

Ad deadline: May 12  
Publication: June 9

### September 2008

Ad deadline: Aug 11  
Publication: Sept 8

### December 2008

Ad deadline: Nov 10  
Publication: Dec 8

## Specs

Material can be supplied print-ready via email or on CD or DVD. Accepted formats must be Windows compatible in the following file types: TIFF, PSD, PDF or InDesign 3.0 or lower.

## Design

\$95 per ad. Proofs will be supplied before press.

## Colour

Please contact the BCASW office for colour options.

## Who We Are

*Perspectives* is the publication of the BC Association of Social Workers. It is published four times a year and has a circulation of 1300-1500. It is sent to each BCASW member, government offices, social agencies, unions and social work schools.

*Perspectives* is the publication of choice for social work practitioners, administrators, students, educators and others with an interest in the profession. Advertising in *Perspectives* will not only gain attention for your products or services, but will also further the professional capacity of social workers throughout BC. Join us and be part of a thriving, vital community.

BCASW does not endorse the products or services in paid advertising and reserves the right to refuse advertisements, inserts and announcements that the association determines is demeaning, inaccurate, irrelevant or misleading with respect to social work practice and/or social work, or that reflects views that are contrary to BCASW policy.