



Perspectives

NEWSLETTER OF THE BC ASSOCIATION OF SOCIAL WORKERS

Rates

Full page	\$460
7-3/5" x 9-1/2"	
2/3 page	\$310
5" x 9-1/2"	
7-3/5" x 6-1/3"	
1/2 page	\$260
3-2/3" x 9-1/2"	
7-3/5" x 4-3/4"	
1/3 page	\$200
2-4/7"	
7-3/5" x 3-1/6"	
3-2/3" x 6-1/3"	
1/4 page	\$170
3-2/3" x 4-3/4"	
1/6 page	\$140
2-4/7" x 4-3/4"	
5" x 2-3/7"	
Business card	\$110
3-2/3" x 2-1/4"	
1 page insert	\$460
8-1/2" x 11"	

Calendar

March 2009

Ad deadline: Feb 2
Insert deadline: Mar 9
Publication: Mar 16

June 2009

Ad deadline: May 1
Insert deadline: June 8
Publication: June 15

September 2009

Ad deadline: July 31
Insert deadline: Sept 1
Publication: Sept 8

December 2009

Ad deadline: Oct 30
Insert deadline: Dec 7
Publication: Dec 14

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 CS2.

Design

\$115 per ad. Proofs will be supplied before press.

Colour

Please provide the files in black or pantone Black 5C.

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.