



Advertising with The BC Association of Social Workers

Print Advertising

Perspectives is the newsletter of the BC Association of Social Workers. It is published three times a year and has a circulation of over 1200. It is mailed to each BCASW member, government offices, social agencies, unions and social work schools. Advertising can be printed in the newsletter or inserted in the mailing envelope.

Rates

| | |
|---------------|-------|
| Full page | \$460 |
| 1/2 page | \$260 |
| 1/3 page | \$200 |
| 1 page Insert | \$460 |

Winter Edition
Ad deadline: Dec 1
Insert deadline: Jan 7

Spring/Summer Edition
Ad deadline: April 1
Insert deadline: April 30

Fall Edition
Ad deadline: Aug 1
Insert deadline: Aug 31

Please provide files for print in greyscale or pantone Black 5C. Ads can be sent print-ready via email in Word or PDF.

E -Advertising

BCASW will advertise job openings within the Careers section of our website or post events relevant to social work on the CPD or Events webpage. An email blast to our membership is an effective way to reach the social work community in BC.

Rates**

| | | |
|--|----------------------------------|-------------------------------|
| Website Advertising \$ 210 | E-blast Advertising \$300 | Website + Eblast \$460 |
| Posting on the BCASW website for 30 days | Email blast to the membership | |

** BCASW members receive a \$50 discount from the total price **

All advertising is subject to the BCASW’s approval. 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 are 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. BCASW is not liable for any alleged loss or damages if an advertisement is omitted for any reason. The BCASW reserves the right to position ads at its discretion, although advertiser’s preference will be met whenever possible. The BCASW is not responsible for any claims made in an advertisement appearing in its publications, electronic communications and/or website.

Rates quoted are for Canada only. International enquiries may differ. The placement of an advertisement order constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.

**To advertise in *Perspectives*, post event info, or to arrange an eblast, contact bcasw@bcasw.org.
To submit a webpage job ad for posting upon acceptance and payment [click here](#).**