

## 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 and promote your 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 one-month subscription (\$260 for nonprofits or NASW members), we will feature your banner ad on our homepage. 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/Classified Ads:** The NASW-Illinois Chapter Job Board & Classified Ads page allows advertisers to post their ads for only \$200 per month (\$150 for NASW members and nonprofits). Postings go up upon approval (approx. 2–5 business days) and are included in a monthly e-mail that goes out to all members. Postings are also promoted on the NASW-Illinois Chapter Facebook and Twitter accounts.

**WHAT ARE YOU MISSING?**

Your ad could be here.

### *Direct Mailing/Label Rental*



Get connected to over 5,000 Illinois! If your organization wants to send a physical mailing piece, renting labels from our membership database can connect you with your targeted audience. 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 your goals.

### *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 <https://www.naswil.org/advertising> 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: <https://www.naswil.org/advertising>**

## ***Sponsorship***

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/Classified Ad</b>	Yes	Yes	1 month	\$150
<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

*Last updated 02.25.21*