

**National Association of Social Workers
Missouri Chapter**

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Web Site Advertising Policy

(Rev. 07.26.17)

Copyright © 2000 NASW Missouri Chapter

NASW-MO Chapter has developed several services to enable your agency to gain exposure via our website. Our website data reports that our site receives on the **average 21000 hits per month!** NASW-MO's services are designed to direct these visitors to your agency. We invite you to browse our website at naswmo.socialworkers.org. Website advertising can be accessed by clicking on the Classified button. The Chapter updates the site frequently. Once your Website Advertisement has been approved and placed on the NASW Missouri Chapter website, a free complimentary notice will be sent to the 2200 social work chapter membership with a link to your advertisement.

MEDIA POSTINGS: We can post your message on our Facebook page: \$35 or Twitter page: \$15. The content allowed on such postings will be 1) Title of the Ad (position, office space, etc.), 2) Agency or Name, and 3) Contact information (email or phone number).

ESTABLISH A LOGO ONLY LINK BETWEEN OUR WEBSITE AND YOURS. With just one click our site visitors will be brought right to your agency's home page. **Link Rates Per Link: 1 Month - \$95 or take advantage of the special rate of 6 Months - \$285 - half the cost of a full 6 month rate at \$570.**

ESTABLISH A LOGO LINK With a 10 WORD AD BETWEEN OUR WEBSITE AND YOURS. This type of advertisement allows an advertiser to place a linked logo and a brief title, agency phrase, or agency descriptor on our website with a maximum of ten (10) words under or above the linked logo. However, with just one click by our site visitors on the linked logo they will be brought right to your agency's home page. **Rates per month: - \$125;**

SERVICE DIRECTORY AND CLASSIFIED ADVERTISEMENTS. This section features listings for Employment, Office Space, Consultation/Supervision, Goods and Services, and General. **Classified Rates for wording advertisements only: 30 words or fewer - \$30; 31 words or more - \$2/word.** Classified Rates for wording with logo need to add a flat fee of \$95.00 in addition to their wording charge rate. Please note: All words, abbreviations and numbers should be counted. Hyphenated words are counted as two words. Cities are counted based on the number of words in the city's name (i.e. St. Louis = 2 words)

CONTINUING EDUCATION LISTING. This section features listings for continuing education programs and events i.e., workshops, meetings, seminars, institutes, etc. **Rates: 30 words or fewer - \$30; 31 words or more - \$2/word.** Continuing Education listing rates for wording with a logo need to add a flat fee of \$95.00 in addition to their wording charge rate. Please note: All words, abbreviations and numbers should be counted. Hyphenated words are counted as two words. Cities are counted based on the number of words in the city's name (i.e. St. Louis = 2 words)

Policy Statement

The National Association of Social Workers (NASW)-Missouri Chapter has the responsibility as well as the right to exercise control of its publications to fulfill its legal obligations, as stated in its bylaws, to strengthen and unify the social work profession, and to promote sound and continuous development of social work practice. Consequently, NASW-Missouri Chapter reserves the right unilaterally to reject or cancel advertising in or on its publications for any reason at any time.

I. General

- a) NASW- Missouri Chapter reserves the right to reject advertisements, listings, or links for any reason at any time.
- b) NASW- Missouri Chapter complies with the provision of applicable federal laws prohibiting discrimination.
- c) **All listing(s), advertisement(s), or link(s) submissions are accepted throughout the month. Once the Website Policy is paid in full, NASW Missouri Chapter has 30 days to publish all listing(s), advertisement(s), or link(s) to the website. The month (30 days) contract period will start from the date of publication to the website. Submissions needing to be posted sooner may be noted for a Rush Option with an additional processing fee of \$15.00.**
- d) All listings and ads must be submitted in type-written form and include the responsible party's name, address and daytime phone numbers.
- e) Placement of listings, ads, or links will be at NASW-Missouri Chapter's discretion. (Advertiser's preference will be met whenever possible.)
- f) NASW-Missouri Chapter publications do not accept listings, advertisements, or links for candidates for elective office.
- g) NASW-Missouri Chapter will not accept listings, advertisements, or links that display wording that appears to libel, slander, or conflict with NASW National or Chapter policies.
- h) NASW-Missouri Chapter will not accept listings, ads, or links from agencies or individuals under sanction for violations of its Code of Ethics.
- i) NASW-Missouri Chapter will not maintain box numbers for advertisers.

II. Liability

- a) Publication of a listing, advertisement, or link does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. NASW-Missouri Chapter is not responsible for any claims made in a listing or an advertisement appearing in its publications.
- b) The advertiser and/or advertising agency assume liability for all listing, ad, and link content including text preparation and illustrations. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.
- c) Any term(s) or condition(s) that an advertiser includes on order forms or invoices, unless NASW has agreed in writing to such term(s) or condition(s), will not bind NASW-Missouri Chapter.
- d) Other than the return of any charge that has been paid, NASW-Missouri Chapter is not liable for alleged loss or damages if a listing, advertisement, or link that is omitted for any reason.
- e) Advertiser claims for errors will be decided on case-by-case basis with discounts offered for the advertisement or link in question or on the advertiser's next order, provided it is determined that NASW-Missouri Chapter made the error and that the error seriously affected advertising or response results.

III. Placement of Orders

- a) The placement of an order for a listing(s), advertisement(s) or link(s) constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.
- b) NASW-Missouri Chapter will provide notice of rate changes at the earliest feasible time. Any advertising contract ratified before a rate change is announced will be honored at the contracted rate for the life of the contract. Renewals of such contracts will be subject to the rates prevailing at the time of renewal.
- c) No cancellations will be accepted after closing dates. Advertisers who fail to notify the publisher of cancellation prior to closing date will be required to pay full price for insertion.

- d) Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline date.

IV. Copy

- a) NASW-Missouri Chapter reserves the right to add its own specific disclaimer to any listing, ad, or link.

V. Terms

The terms for all advertising charges are net 30 days. After the initial 30 days, 10% will be added for every 30 days accrued. If the advertiser cancels the advertisement after the net 30 days, NASW-Missouri Chapter will refund the advertiser 80% of the initial cost and retain 20% for processing fees. If the advertiser cancels the advertisement after it has been posted to the website per the order form requested dates, NASW-Missouri Chapter does not offer any or partial refunds of the initial already paid cost of the advertisement.

- a) NASW-Missouri Chapter reserves the right to withhold advertising for any account that has an invoice unpaid beyond 30 days.
- b) First-time advertisers are required to make full payment with their listing, advertisement, or link order to establish credit.
- c) American Express, Discover, Visa and MasterCard accepted. Money orders and Cashiers checks also accepted. Personal checks are accepted but NASW-Missouri Chapter's Return Check policy applies as well as the stipulations of this policy.
- d) No cancellations will be accepted after closing dates. Advertisers who fail to notify the publisher of cancellation prior to closing date will be required to pay the full price for the listing or advertisement insertion.
- e) Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline dates.

VI. Discounts

NASW Missouri Chapter does offer a 20% discount on the advertisement total to all current NASW members. Members may not place an ad on behalf of their employer, agency or organization and receive the discount. Discounts are to be used for only personal benefit. A member that is in private practice may receive the discount to advertise their private practice. Membership number is required on the order form which will be verified before discount is applied to advertisement total.

NASW Missouri Chapter also offers a 20% discount on the advertisement total to all social workers who have successfully completed the 16 supervision certification course with our organization. This discount may only be applied for advertisements of promoting supervision. Date of completion is required for the NASW Missouri Chapter 16-hr. Supervision Certification Course on the order form which will be verified before discount is applied to advertisement total.

VII. Agreement of Policy

If you have read the above advertisement policy and agree to the terms of the content, complete below:

Organization_____

Authorized Signature

Name (Please Print)

Title

Date

National Association of Social Workers-Missouri Chapter

Approved By

Title

Date

**NASW-Missouri Chapter
Web Site Order Form (07.26.17)**

Advertiser/Agency: _____
Address: _____

Contact Person, Title: _____

If applicable: Membership Number: _____
If applicable: Date of Supervision Certification Course: _____

Bus. Phone Number: (____) _____
Bus. Fax: (____) _____
Bus. E-mail: _____

Bill To: _____

Billing Address: _____

Check one:
 Advertisement Enclosed Advertisement Attached

Month (check all that apply - Monthly ads run 30 days)

<input type="checkbox"/> Jan _____, 20____	<input type="checkbox"/> Feb _____, 20____	<input type="checkbox"/> Mar _____, 20____
<input type="checkbox"/> Apr _____, 20____	<input type="checkbox"/> May _____, 20____	<input type="checkbox"/> Jun _____, 20____
<input type="checkbox"/> Jul _____, 20____	<input type="checkbox"/> Aug _____, 20____	<input type="checkbox"/> Sep _____, 20____
<input type="checkbox"/> Oct _____, 20____	<input type="checkbox"/> Nov _____, 20____	<input type="checkbox"/> Dec _____, 20____

Advertisement Location, Type & Cost:

<input type="checkbox"/> Career Center <input type="checkbox"/> Classified <input type="checkbox"/> Continuing Education	
<input type="checkbox"/> Logo & Link Only: <input type="checkbox"/> 1 mo. - \$95.00 <input type="checkbox"/> 6 mos. - \$285.00	\$ _____
<input type="checkbox"/> Logo & Link with 10-word Ad: \$125.00/mo. x _____ # mos. = Total Cost	\$ _____
<input type="checkbox"/> Ad of 30 words or less: (Word count = _____) \$30.00/mo. x _____ # mos. = Total Cost	\$ _____
<input type="checkbox"/> Ad of 31 words or more: Word count = _____ x \$2.00/ea. = \$ _____ x _____ # of mos. = Total Cost	\$ _____
<input type="checkbox"/> Ad of 30 words or less with Logo: \$30.00/mo. x _____ # of mos. + \$95.00 x _____ # of mos. = Total Cost	\$ _____
<input type="checkbox"/> Ad of 31 words or more with Logo: \$2.00/word (word count = _____) x _____ # of mos. + \$95.00 x _____ # of mos. = Total Cost	\$ _____

MEDIA: Facebook Posting \$35.00 Twitter Posting \$15.00 \$ _____
Media postings are limited to: TITLE of Ad (position or office space, etc.), AGENCY or NAME, and Contact Information (email or phone number).

Rush Option:
 \$15.00 for less than 30 day website posting \$ _____

Payment (check one):

Check Enclosed

Please Invoice (Payment is due within 30 days of billing: interest fees apply. Any cancellations once the invoice is paid will result in adherence to Section V. of this policy)

Credit Card: (Any cancellations once the credit card has been charged will result in a 80% refund)

American Express

Visa

MasterCard

Discover

_____ CVV _____ Exp. _____

Signature _____