

2012 MEDIA KIT

Now in its 93rd year, *Families in Society: The Journal of Contemporary Social Services* is a core journal in social work scholarship that discusses the well-being of families through original research and critical analysis. Readers are informed of significant trends and techniques in the field, direct-practice issues, and the delivery and management of services.

Published by the Alliance for Children and Families, the journal was founded in 1920 by social casework pioneer Mary Richmond and has been published under four titles: *The Family* (1920–1946), *The Journal of Social Casework* (1947–1949), *Social Casework* (1950–1989), and *Families in Society* (1990–present).

Families in Society is one of five journals that routinely comprise the “core of the social work journal network,” with exemplary information on social work education and research.¹ *The Journal Citation Reports, Social Sciences Edition* consistently ranks *Families in Society* among the social work titles with the highest impact factors.

More than 50 peer-reviewed articles are published annually, providing 35% more refereed content than the average, top-ranking social work journal. These articles are informative, instructive, reflective, and periodically controversial. A broad range of human services topics are examined. Articles address advocacy; family education; public policy; agency administration; professional development and training; and group, family, and individual counseling.

Publisher

The journal is published by the Alliance for Children and Families, a membership association that provides resources to private nonprofit organizations that are dedicated to serving children and families and/or are focused on economic empowerment. For more information about the Alliance, visit alliance1.org.

Circulation

1,900 paid; 2,200 total. Readership of 20,000 throughout the United States and more than 40 countries.

Contract, Copy, and Accounting

Advertisers and their agencies assume liability for all content, including text, representation, and illustration. They also assume all responsibility for any claims arising therefrom against the publisher. All advertising content and design subject to approval of the publisher. The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate any advertisement in whole or in part for any cause.

Cancellations are not accepted after closing date. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher and/or *Families in Society*. Terms and conditions detailed on these rate cards take precedence over verbal or other agreements unless placed in writing and signed by a duly authorized employee of the publisher.

Production Charges

Corrections to electronic ads or preparation of ads will be charged separately unless otherwise specified.

Commissions

An agency commission of 15% of gross billing is given to recognized advertising agencies on space, color, and position on display ads only. No cash discounts. Terms net 30 days.

¹ Sellers, S.L., et al. (2006). Perceptions of Professional Social Work Journals: Findings From a National Survey, *Journal of Social Work Education*.

Furr, L.A. (1995). The relative influence of social work journals: Impact factors vs. core influence, *Journal of Social Work Education*.

Baker, D.R. (1992). A structural analysis of the social work journal network, *Journal of Social Service Research*.

Print Edition Advertising Rates

Inside Page Position	1x	2x	3x
Full page (b/w)	\$600	\$500	\$400
Half page (b/w) (H)	\$500	\$400	\$300
Inside Cover Position (Front or back)	1x	2x	3x
Full page (4/c)	\$700	\$500	\$400
Outside Cover Position (Back)	1x	2x	3x
Half page (4/c) (H)	\$800	\$700	\$600
Insert/Outsert	1x	2x	3x
Call for quote	\$_____	\$_____	\$_____

Preferred Position: 10% extra on space charge (non-cancelable).

Mechanical Specifications and Live Area (All measurements in inches.)

Publication trim size:	7 x 10 • Perfect bound; sheet fed on matte coated stock
Inside full page (b/w):	7 x 10 (add 1/4 on all four sides for bleed) • Live area: 6 x 9
Inside half page/horizontal (b/w):	7 x 5 (add 1/4 on all four sides for bleed) • Live area: 6 x 4.25
Outside cover full page (4/c):	7 x 10 (add 1/4 on all four sides for bleed) • Live area: 6 x 9
Outside cover half page/horizontal (4/c):	7 x 5 (add 1/4 on all four sides for bleed) • Live area: 6 x 4.25

Media Requirements

Files should be provided as a PDF, or Adobe Illustrator or InDesign file. PDF files must have all graphics and fonts embedded at 300 or more DPI. Submit file(s) electronically or by mail. Email file(s) as attachments to Info@FamiliesInSociety.org. Or, mail CD-ROM containing the file(s) to the address on page 3.

Closing Dates

Issue	Drop Date	Space	Material
Vol. 93, No. 1	Feb. 13, 2012	Dec. 16, 2011	Jan. 09, 2012
Vol. 93, No. 2	Apr. 23, 2012	Feb. 06, 2012	Mar. 02, 2012
Vol. 93, No. 3	Aug. 20, 2012	Jun. 04, 2012	Jun. 25, 2012
Vol. 93, No. 4	Oct. 15, 2012	Aug. 10, 2012	Sep. 14, 2012

Classified Advertising

Non-commissionable. Payable in advance. Base rate \$2 per word, minimum \$90 per insertion. Special typesetting or blind box ads \$15 additional charge. Deadline 10th of month prior to month of publication.

Digital Display Advertising Rates

Advertising is available in two digital options: email distribution and website pages.

The *Families in Society Online* website publishes digital editions of the journal and offers readers access to more than 3,500 articles dating back to 1980. High-traffic website pages are available for advertising placement. Website page usage is audited monthly and ranked by total page views.

E-Alerts are emailed to subscribers and registered users of the *Families in Society Online* website. Monthly distribution highlights newly-published issues' tables of contents (TOC) or provides general announcements for upcoming ancillaries such as E-Advance articles, webinars, supplements, and continuing education courses. Advertising is available for each distributed email.

Website Pages	1 month	3 months (25% savings)	6 months (40% savings)	
Account Log In	\$200	\$450	\$720	(www.FamiliesInSociety.org/Login.asp)
Account Log Out	\$200	\$450	\$720	(www.FamiliesInSociety.org/Logout.asp)
Book Reviews	\$200	\$450	\$720	(www.FamiliesInSociety.org/BookReviews.asp)
Past Issues*	\$350	\$785	\$1260	(www.FamiliesInSociety.org/PastIssues.asp)
Search Articles*	\$350	\$785	\$1260	(www.FamiliesInSociety.org/Search.asp)

*Top 5 ranked page for Web traffic. Rankings updated monthly.

Email Distribution	TOC notice (February, April, August, October)	General announcement (January, March, May, June, July, September, December)
E-Alert	\$500	\$350

Website and Email Mechanical Specifications

Right-side banner availability only.

Media Requirements

High-resolution JPEG, PNG, or GIF graphic file. Live area not to exceed 150px (width) x 220px (depth); file size not to exceed 50KB.

Submit file(s) electronically or by mail. Email file(s) as attachments to Info@FamiliesInSociety.org. Or, mail CD-ROM containing the file(s) to the address below.

Contact Information

Contracts, insertion orders, and advertising materials should be sent to:

Families in Society
 11700 W. Lake Park Drive
 Milwaukee, WI 53224-3021
 Phone: 414-359-1040 Ext. 6521 | Fax: 414-359-1074
 Email: Info@FamiliesInSociety.org | Website: www.FamiliesInSociety.org

2012 Advertising Contract (Print and/or Digital Display)

Name of Advertiser: _____

Organization/Agency Type: Advertising Agency Product/Service Provider Alliance Member Agency

Name of Person Placing Ad: _____ Title: _____

Signature: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Email: _____ Phone: _____ Fax: _____

Print Issue(s) for Ad Run:

Vol. 93, 2012 No. 1 No. 2 No. 3 No. 4

Vol. 94, 2013 No. 1 No. 2 No. 3 No. 4

Classified Advertising

Classified Ad \$2/word; \$90 minimum, Number of words: _____ Typesetting \$15 Blind box \$15

Print Advertising: Size and Insertion Number (All rates in USD)

	1x	2x	3x
<input type="checkbox"/> Inside Page Position, Full page (b/w)	<input type="checkbox"/> \$600	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400
<input type="checkbox"/> Inside Page Position, Half page (b/w) (H)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300
<input type="checkbox"/> Inside Cover Position (Front or back), Full page (4/c)	<input type="checkbox"/> \$700	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400
<input type="checkbox"/> Outside Cover Position (Back), Half page (4/c) (H)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$700	<input type="checkbox"/> \$600

Digital Advertising Months

January February March April May June
 July August September October November December

Digital Advertising: Page Selection and Duration/Email Distribution (All rates in USD)

Website Pages	1 month	3 months (25% savings)	6 months (40% savings)	
<input type="checkbox"/> Account Log In	<input type="checkbox"/> \$200	<input type="checkbox"/> \$450	<input type="checkbox"/> \$720	(www.FamiliesInSociety.org/Login.asp)
<input type="checkbox"/> Account Log Out	<input type="checkbox"/> \$200	<input type="checkbox"/> \$450	<input type="checkbox"/> \$720	(www.FamiliesInSociety.org/Logout.asp)
<input type="checkbox"/> Book Reviews	<input type="checkbox"/> \$200	<input type="checkbox"/> \$450	<input type="checkbox"/> \$720	(www.FamiliesInSociety.org/BookReviews.asp)
<input type="checkbox"/> Past Issues*	<input type="checkbox"/> \$350	<input type="checkbox"/> \$785	<input type="checkbox"/> \$1260	(www.FamiliesInSociety.org/PastIssues.asp)
<input type="checkbox"/> Search Articles*	<input type="checkbox"/> \$350	<input type="checkbox"/> \$785	<input type="checkbox"/> \$1260	(www.FamiliesInSociety.org/Search.asp)

*Top 5 ranked page for Web traffic. Rankings updated monthly. Usage statistics report available upon request.

Email Distribution

TOC notice

General announcement

E-Alert (February, April, August, October) \$500 (January, March, May, June, July, September, December) \$350



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