

Child Welfare

Journal of Policy, Practice, and Program



DISPLAY ADVERTISING RATES

Effective with the Volume 95, #2 issue

BLACK & WHITE

	1x	Member Rate	3x	Member Rate	6x	Member Rate
Full page	\$800	\$640	\$750	\$600	\$700	\$560
1/2 page	610	490	530	425	490	390
1/4 page	450	360	420	335	360	290
Inside cover (front or back)	1,000	800	900	720	800	640

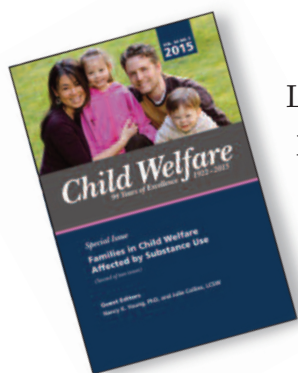
FULL COLOR

(Back Cover only)

Full size or bleed	\$1,500	\$1,200	\$1,300	\$1,040	\$1,100	\$880
--------------------	---------	---------	---------	---------	---------	-------

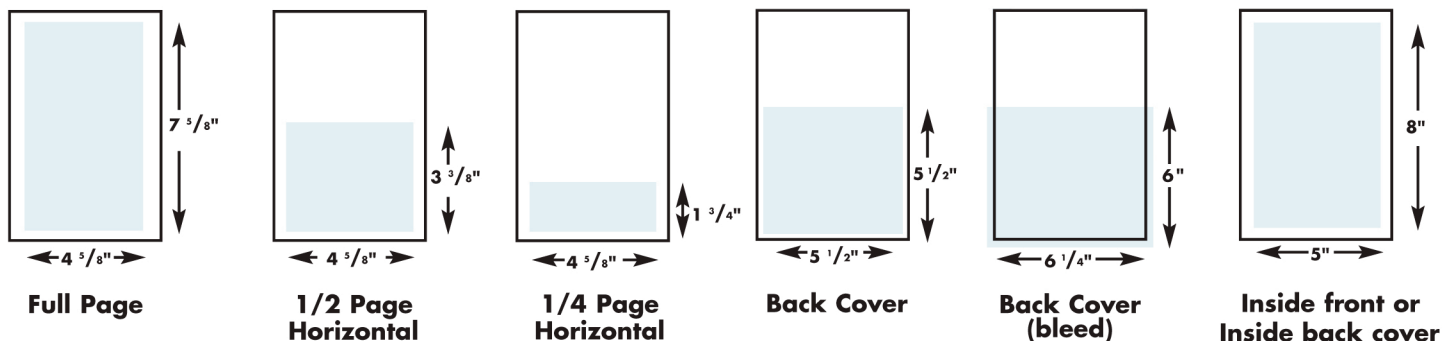
TERMS

- 20% discount for CWLA members.
- 15% commission to recognized advertising agencies (display advertising only).
- Ads appearing in *Child Welfare* Journal and CWLA's *Children's Voice* magazine will count toward a combined frequency rate for both publications. A frequency and combination discount is applied to advertising in 12-month time frame.



Launched nearly 100 years ago, this scholarly, bimonthly journal highlights the special problems facing millions of children. *Child Welfare* links the latest findings in child welfare and related research with best practice, policy, and program development into one innovative resource equally indispensable to child welfare and associated professionals. Current readers and subscribers also include university professors, members of the U.S. Congress, child trauma experts, and foster/adoptive parents throughout the country.

ILLUSTRATION OF AD SIZES – trim size: 6" x 9"



To reserve ad space or for more information, contact:

CWLA • 727 15th Street, NW • Suite 1200 • Washington, DC 20005
 PHONE: 202-688-4171 • E-MAIL: msaulsbury@cwla.org • WEB: www.cwla.org

Child Welfare

Journal of Policy, Practice, and Program



More than 10,000 child welfare professionals read each issue of Child Welfare Journal for fresh approaches to problem-solving and proven, practical ideas that work. They get comprehensive coverage of the latest research, practice issues, program developments, and more—all vital for informed, thoughtful decisionmaking. Each peer-reviewed issue puts you in touch with traditional child welfare experts, as well as those in related fields: pediatricians, nurses, elementary and secondary school staffs, academics, researchers, and more. Published by the Child Welfare League of America since 1922, Child Welfare is the oldest, most trusted industry journal.

ISSUE DATES & DEADLINES

JOURNAL ISSUE	MATERIALS DUE	PRINT RELEASE DATE*
Volume 95, #2	June 1, 2017	July 7, 2017
Volume 95, #3	July 14, 2017	August 1, 2017
Volume 95, #4	August 16, 2017	September 1, 2017
Volume 95, #5	September 19, 2017	October 11, 2017
Volume 95, #6	October 16, 2017	November 2, 2017
Volume 96, #1	November 1, 2017	December 4, 2017
Volume 96, #2	December 11, 2017	January 12, 2018
Volume 96, #3	January 4, 2018	February 15, 2018
Volume 96, #4	February 5, 2018	March 12, 2018
Volume 96, #5	March 2, 2018	April 13, 2018
Volume 96, #6	April 4, 2018	May 25, 2018

*Dates, distribution, and editorial content are subject to change.

Browse www.cwla.org/pubs often for updates.

Be sure to ask about sponsorship opportunities and advertising in conference programs.

To reserve ad space or for more information, contact:

CWLA • 727 15th Street, NW • Suite 1200 • Washington, DC 20005

PHONE: 202-688-4171 • E-MAIL: msaulsbury@cwla.org • WEB: www.cwla.org

Children's VOICE

DISPLAY ADVERTISING RATES

Effective with the Spring/Summer 2017 issue

BLACK & WHITE

Per Issue	1x	Member Rate	2x	Member Rate	4x	Member Rate
Full page	\$995	\$795	\$915	\$730	\$875	\$700
1/2 page (horizontal)	715	570	655	525	630	500
1/2 page (vertical)	795	635	730	585	700	560
1/4 page	495	395	455	365	435	350
1/6 page	295	235	270	215	260	205

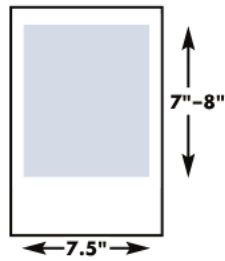
FULL COLOR

Full page	\$1,295	\$1,035	\$1,191	\$955	\$1,140	\$910
1/2 page (horizontal)	915	730	840	670	805	645
1/2 page (vertical)	995	795	915	730	875	700
1/4 page	670	535	615	490	590	470
1/6 page	425	340	390	310	375	300

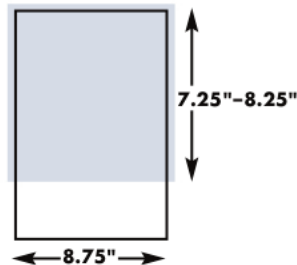
TERMS

- 20% discount for CWLA members.
- 15% commission to recognized advertising agencies (display advertising only).
- Ads appearing in *Children's Voice* and *Child Welfare Journal* will count toward a combined frequency rate for both publications. A frequency and combination discount is applied to advertising in 12-month time frame.

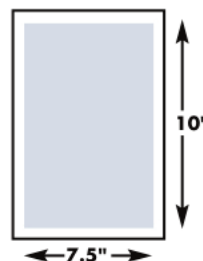
ILLUSTRATION OF AD SIZES



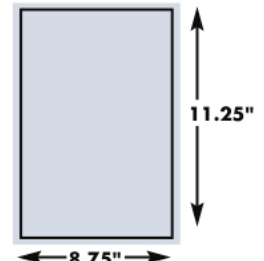
Back Cover



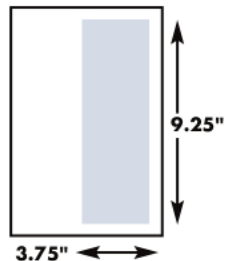
Back Cover (bleed)



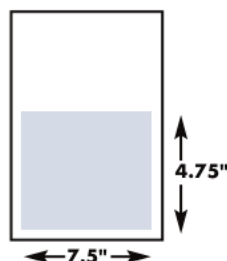
Full Page



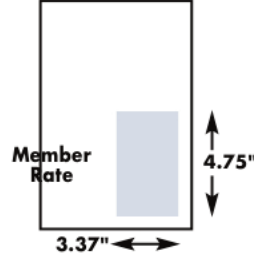
Full Page-Bleed
(trim size: 8.375" x 10.875")



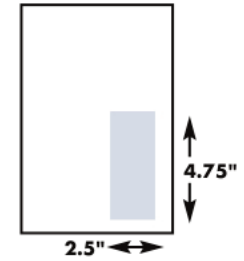
1/2 Page Vertical



1/2 Page Horizontal



1/4 Page Vertical



1/6 Page Vertical

To reserve ad space or for more information, contact:
 CWLA • 727 15th Street, NW • Suite 1200 • Washington, DC 20005
 PHONE: 202-688-4171 • E-MAIL: msaulsbury@cwla.org • WEB: www.cwla.org/pubs

Children's VOICE

Nearly 20,000 child and family experts read *Children's Voice* for a thoughtful, inspirational look at the hottest topics, best practices, and latest research in child welfare, plus news to connect them to valuable resources and services. Published by the nation's oldest and largest membership-based child welfare organization and a member benefit, each issue reaches chief administrators, assistant directors and other child and family experts. Nearly eighty percent of *Children's Voice* readers control the purse strings for work products and services. You won't reach our readers anywhere else.

ISSUE DATES & DEADLINES

Magazine generally mails one week before the date of publication.

ISSUE DATE	MATERIALS DUE	CONFERENCE DISTRIBUTION
Spring/Summer 2017	July 10, 2017	
Fall/Winter 2017	October 2, 2017	CWLA National Conference
Spring/Summer 2018	May 21, 2018	
Fall/Winter 2018	September 28, 2018	CWLA National Conference

Dates, distribution, and editorial content are subject to change.

Browse www.cwla.org/pubs often for updates.

Be sure to ask about sponsorship opportunities and advertising in conference programs.

To reserve ad space or for more information, contact:
CWLA • 727 15th Street, NW • Suite 1200 • Washington, DC 20005
PHONE: 202-688-4171 • E-MAIL: msaulsbury@cwla.org • WEB: www.cwla.org/pubs