



**B.C. ASSOCIATION OF CLINICAL COUNSELLORS  
MULTIMODAL ADVERTISING INFORMATION**

*Updated July, 2011*

**ADVERTISING WITH BCACC**

Advertisements are considered to be any of the following:

- professional development/continuing education opportunities (e.g., workshops, seminars, conferences, events and courses)
- job/career postings,
- supervision and internship postings by students/supervisees
- calls for papers
- research notices
- groups/workshops for clients
- office space wanted/available

**Note: ALL advertising submissions are subject to approval by the Executive Director or in his absence, the Registrar.**

**Mailing Labels**

From time to time, BCACC provides sets of mailing labels (with its members' mailing addresses) to third parties/organizations who are interested in informing RCCs about continuing education and professional development opportunities. **BCACC provides the labels for these purposes only, on a one-time use basis.**

**ADVERTISING RATES**

	<b>MEMBER</b>	<b>NON-MEMBER</b>
<b>WEBSITE Postings</b>		
250-word ad	\$62.93 (56.19 + 6.74 HST)	\$94.93 (84.76 + 10.17 HST)
50-word classified	\$16.00 (14.29 + 1.71 HST)	\$26.67 (23.81 + 2.86 HST)
<b>BROADCASTS (Weekly Emails)</b>		
250-word ad	\$42.67 (38.10 + 4.57 HST)	\$62.93 (56.19 + 6.74 HST)
50-word classified	\$10.66 (9.52 + 1.14 HST)	\$16.00 (14.29 + 1.71 GST)
<b>MAILING LABELS</b>	\$1.50/page +shipping+HST	\$2.25/page +shipping+HST
<b>INSIGHTS Into Clinical Counselling Magazine</b>	See webpage:	<a href="http://bc-counsellors.org/iicc-magazine">http://bc-counsellors.org/iicc-magazine</a>

**Website** rates are monthly. For Continuing Competency Opportunities, you will be charged the monthly fee (once) and the posting will stay up until the event date.

**Broadcast** rates are weekly. If a person wishes to post the same advertisement more than twice, then they will be charged half-price for the third and subsequent insertions.

**There is no charge to advertise supervision/internship or for university and career postings.  
Please ask about advertising discounts for non-profit organizations.**

**ADVERTISING GUIDELINES – THESE ARE IMPORTANT**  
**PLEASE READ CAREFULLY!**

All website, broadcast advertisements and mailing labels requests are sent directly to BCACC Head Office at [hoffice@bc-counsellors.org](mailto:hoffice@bc-counsellors.org).

All broadcast advertisements must be sent as attachments in either Rich Text (RTF) or Word (DOC) format ONLY. We are unable to accept PDF (Adobe) files.

Include a start and end date for your advertisements.

**Website advertisements** are posted and removed on Fridays. New submissions must be received by **12pm on Thursday**. All advertisements must have an end date. Advertisements will be removed from the website the week following the end date of the posting. (The dates and times may vary to accommodate Statutory Holidays and vacations.)

**Broadcast advertisements** are posted in digest form within the body of the email (we cannot send out attachments) and broadcast weekly, on Fridays. New submissions must be received by **12pm on Thursday**. Advertisements are run only once, unless specifically requested. (The dates and times may vary to accommodate Statutory Holidays and vacations.)

All website and broadcast advertisements must be **no more than 250 words** (half page).

**Submissions must have complete contact information** (e.g., name, e-mail address, phone number, fax number, workshop costs, workshop location, dates (including end date), and any other pertinent information.

To ensure that broadcasts are easily accessible to all users, broadcasts are sent in html format, black and white Palatino Linotype font. The broadcast system does not support “fancy” fonts, colours, word or text art, or graphics (including logos) or attachments. Website Postings should also follow these guidelines.

Advertisements should be "camera ready" (i.e., ready to be sent). BCACC will check messages for spelling and reserves the right to make minor editorial changes for format and flow.

**Invoicing** - Head Office will send website and broadcast advertising invoices by e-mail. Invoices for mailing labels will be included in the package of labels sent by Head Office.

**Payments** – **All advertising must be paid within 14 days of the invoice to ensure that we will accept future advertising.** Cheques can be mailed to Advertising, BCACC, 14-2544 Dunlevy Street, Victoria, B.C., V8R 5Z2. For credit card payments contact Head Office at [hoffice@bc-counsellors.org](mailto:hoffice@bc-counsellors.org) (once payment is processed the email will be deleted); phone 1-800-909-6303 Ext. 0; fax 1-250-595-2926.

The above information is taken from the Multi-Modal Advertising Principles, Policies and Procedures.