

Insights Into Clinical Counselling Magazine

(Update: September 7, 2011)

*The Official Publication of the
BC Association of Clinical Counsellors (BCACC)*

Advertising Information, Policies & Guidelines

INSIGHTS welcomes advertisements from members, colleagues and other service providers who are interested in reaching BCACC's over 2000 Registered Clinical Counsellors (RCCs).

ICC Magazine Distribution:

ICC is published three times a year - spring, summer and winter, with 2,400 copies in each issue.

Advertising Choices:

ICC Advertisers can choose between:

- 1) Classified Advertising,
- 2) Display Advertising, or
- 3) Inserts.

A contact name (individual or company/agency) is required in all advertising.

For information about the following advertising options:

- To place a posting on the BCACC website,
- To send an email broadcast, or
- To purchase mailing labels,

please contact Carly at the BCACC Head Office at 1-800-909-6303 ext. 3, or email carly@bc-counsellors.org

Advertising Content:

The content of all advertisements should be in the profession's interest. It must reflect the Association's established requirements for registration as a Registered Clinical Counsellor and the level of professional practice as outlined in the Association's Code of Ethical Conduct, Standards of Clinical Practice and Guidelines for Registered Clinical Counsellors (June 2011)

(<http://bc-counsellors.org/general/code-of-ethical-conduct-and-standards-of-clinical-practice>).

Advertising Content Review and Acceptance:

Please note that all ads, inserts and Calendar of Events notices are subjected to content review and approval by IICC Content Review Committee.

IICC and BCACC reserve the right to decline advertisement requests after editorial review of the submission.

Advertising Submission Dates:

DECEMBER 2011 ISSUE

Mailing Date (*1): December, 2011

Ads Submission Window (*2): September 12 to 19, 2011

Inserts Submission Window: November 21 to 28, 2011

(*1) If this date below falls on a weekend or a holiday IICC will be mailed out on the first following business day.

(*2) As IICC total space for advertising is limited. Ads will be inserted on a "first come first served" basis.

Display & Classified Advertisements

Advertisements Specifications:

The optional sizes available are:

Ads Sizes:

Ads Dimensions:

Classified:

1/24 of a page Horizontal: 2.25" (w) X 1" (h)

Display:

1/12 of a page Square: 2.25" (w) X 2.25" (h)

1/8 of a page Horizontal: 3.5" (w) X 2.25" (h)

1/6 of a page Vertical: 2.25" (w) X 4.75" (h) / Horizontal: 4.75" (w) X 2.25" (h)

1/4 of a page Vertical: 3.5" (w) X 4.75" (h) / Horizontal: 7.25" (w) X 2.25" (h)

1/3 of a page Horizontal 7.25" (w) X 3" (h) / Square: 4.74(w) X 4.75" (h)

1/2 of a page Vertical: 3.5" (w) X 9.75" (h) / Horizontal: 7.25" (w) X 4.75" (h)

Font style: Any easy-to-read font.

Minimum Font Size: The equivalent to 9pt. "Times" (Sample: ABCDE abcdefg 1234567890)

Colours: Any colour or black & white

Ads Positioning: All ads will be displayed in the Magazine's editorial section, across the bottom or along the outer side of the page. The top end of the pages throughout the Magazine is dedicated to IICC editorial content.

Please Note!! As priority is given to IICC editorial content, your ad size and shape are subject to minor adjustments without prior notice to accommodate available space.

Submission Options:

“IICC” offering two submission options:

Option #1: Raw Text: You can submit your typed ad text and we’ll professionally design your ad for you.

Option #2: You can submit your professionally designed ad as “*Pre-Press-Ready*”

How to Submit Your Ad:

Option #1: Raw Text:

Please submit your typed Raw Text ad via email in “Microsoft Word” to Uri Sanhedrai, IICC Publisher at uri@sanhedrai.com

Option#2: Pre-Press-Ready Ads:

Please submit your designed pre-press-ready ad in EPS or PDF format, to Uri Sanhedrai, IICC Publisher at uri@sanhedrai.com

Submission Window Restrictions:

Due to IICC tight production schedule, only ads received within the required Submission Window period will be inserted.

Additions & Revisions:

All ads submissions received are expected to be completed and final.

Please note! Handling and revisions work charges will be applied to additions, revisions and replacement ads received after original ad has been submitted at the following rates:

Members: A min. of \$48 - with additional \$48 - for each or part of additional hour.

Non-members: A min. of \$96 - with additional \$96 - for each or part of additional hour.

Advertisements Insertion Rates: (In Canadian \$)

	MEMBER RATES	NON-MEMBER RATES
CLASSIFIED ADS		
1/24 of a page	No Charge	\$ 25.00
DISPLAY ADS		
1/12 of a page	\$ 25.00	\$ 37.50
1/8 of a page	\$ 37.50	\$ 50.00
1/6 of a page	\$ 50.00	\$ 75.00
1/4 of a page	\$ 62.50	\$ 93.75
1/3 of a page	\$ 87.50	\$131.25
1/2 of a page	\$ 112.50	\$168.75

(Full-page advertising is not available)

Inserts (Flyers & Notices)

Insert Specifications:

An insert is a *single* 8.5" x 11" paper sheet, printed on one or both sides. It can be printed in colours or in black & white, on any coloured paper of your choice.

The paper can be glossy or matte and must not exceed the weight of 70lbs.-Text.

Unacceptable Inserts:

Please note that IICC does not accept brochures, cover letters, stapled or folded inserts. Folded and stapled inserts will be returned at the advertiser's expense and will include administration & handling charge of \$25.- plus delivery cost and applicable taxes.

Please note:

1) *There is no mailout service exclusive to a specific region through Insights.*

2) *For more information about purchasing labels, please contact Carly at Head Office (1-800-909-6303).*

3) *Custom Insert/Flyer/Notice Design is available. Please contact Uri Sanhedrai at uri@sanhedrai.com for an estimate.*

Inserts Insertion Rates (per 2400 sheets):

MEMBER RATES

\$100.00

NON-MEMBER RATES

\$150.00

Number of copies required: 2400 sheets

How to submit your insert:

Step #1: Email your Insert in a PDF format to IICC: jim_browne@telus.net

Step #2: Upon acceptance confirmation, please deliver your inserts package to:

"IICC Magazine"

4825 Capilano Road

North Vancouver, BC V7R 4K4

Please include on your package exterior!!

1) Name and telephone # of contact person

2) Insert Title

3) A copy of your Insert

Wrap your inserts very well as they will be kept in storage prior to insertion.

Please Note:

- 1. Please follow the submission instructions carefully. A \$25 service charge will apply to packages missing information required.**
- 2. The cost of special delivery plus \$25 handling charge will be applied to packages received outside of the submission window dates. In addition, the inclusion of inserts arriving outside the indicated submission dates are not guaranteed.**

Invoicing, Payments & Receipts

Invoicing

All advertisers will receive an invoice via email.

Payment

Send the lower portion of the invoice along with your payment.

You can make your payment by cheque (payable to BCACC) or credit card.

For credit card payment, please contact the BCACC Head Office:

Tel: 1-800-909-6303 Ext. 0

Fax: 1-250-595-2926

e-mail: hoffice@bc-counsellors.org

Receipts

If you require a receipt please contact the BCACC Head Office:

Tel: 1-800-909-6303 Ext. 0

Fax: 1-250-595-2926 e-mail: hoffice@bc-counsellors.org

Copies of ICC Magazine

Upon request, BCACC will send one free copy of Insights to an advertiser.

To review the latest issue online, visit www.bc-counsellors.org and click on "Insights Magazine".

Thank you for your interest in Insights into Clinical Counselling!

Visit us at www.bc-counsellors.org