



BC ASSOCIATION OF CLINICAL COUNSELLORS

## **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
- Services for clients or counsellors

**Note: ALL advertising submissions are subject to BCACC approval.**

## **ADVERTISING RATES:**

All costs are listed with each type of advertising.

There is no cost for the following

- University-hosted professional development courses
- Supervision/internship/survey advertisements
- Career postings
- Member office space ads
- Free workshops / free lunch and learns

Discounts exist for non-profit organizations – please inquire. ***Free advertising and non-profit discounts do not apply to Premium Ads or Feature Ads.***

## TYPES OF ADS:

- Mind | Full e-newsletter
- Premium Standalone Ads – e-blasts

### Mind | Full e-Newsletter

Our Mind | Full e-newsletter has a readership of over 3000 Registered Clinical Counsellors. The e-newsletter is sent to the membership on Fridays. We offer three types of advertising within this newsletter (1) Feature Ad Placement (2) Professional Development Opportunities and (3) Classified Listings.

#### **Feature Ad Placement**

Only one Feature Ad is booked a week. We book on a first come, first serve basis, and we recommend reserving well in advance for a specific week. Please call BCACC Head Office to confirm available dates or email us at [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org).

<b>Cost:</b>	<b>Members:</b>	<b>Non-Members:</b>
Feature Ad (100 words and logo)	\$100.00 (includes gst)	\$150.00 (includes gst)

- Non-profit discounts DO NOT apply to Feature Ads.
- Payment is required at the time of booking to reserve your ad. Ad copy must be submitted a minimum week in advance of your reserved date.
- Refunds will not be issued if you miss your advertising deadline.
- BCACC will not book more than three ads for the same advertiser, consecutively.

#### **Feature Ad format:**

- We offer 100 words of ad content plus a small logo and a link to your own web page in the body of the Mind | Full newsletter. Please see the Feature Ad layout.

## Feature Ad Placement (cont.)

### Instructions:

- **We are unable to accept PDF (Adobe) files.** Send your unformatted ad in Word (.docx) or Rich Text (.rtf) by email to [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org).
- Deadline for ad content is always Wednesday.
- Make sure to include complete contact information in your advertisement.
- Please send your logo as a .jpg or .png file.
- BCACC will check messages for spelling and reserves the right to make minor editorial changes to format and flow.
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### Feature Ad Layout:

Your feedback is important. We would love to hear your opinions on the magazine. Please consider sending us an email below.

PLEASE LET US KNOW WHAT YOU THINK

#### This Could Be Your Advertisement

Your 100 word ad content here

**YOUR LOGO HERE**

Members - \$100    Non-Members: \$150

Book in advance as these ads will fill up quickly.

Email: [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org)

LINK TO YOUR AD HERE

#### BCACC Events

We continually offer workshops and events for both BCACC members and the general public. Make sure to check our [website](#) often to see what events are coming up, or click the links below.

## Professional Development Opportunities

Ads placed in the professional development section of the Mind | Full e-newsletter are also placed on the Member Resource section of our website.

**Rates are weekly.** If the ad is placed, unchanged, for more than two consecutive Fridays, third and subsequent, consecutive insertions will be at half price.

<b>Cost</b>	<b>Members:</b>	<b>Non-Members:</b>
250-word ad	\$50.00 (includes gst )	\$75.00 (includes gst )
100-word ad	\$25.00 (includes gst)	\$37.50 (includes gst )

Advertisements are run only once, unless specifically requested. The dates and times may vary to accommodate statutory holidays and vacations.

Advertisements are posted in digest form and do not include graphics. Links to your own website or links to photos on your website can be included.

### Instructions:

- **We are unable to accept PDF (Adobe) files.** Send your unformatted ad in Word (.docx) or Rich Text (.rtf) by email to [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org).
- Deadline for ad content is always Wednesday.
- Include a start and end date for your advertisement in your email.
- Make sure to include complete contact information in your advertisement.
- Please send your ad without logos, pictures or formatting.
- BCACC will check messages for spelling and reserves the right to make minor editorial changes to format and flow.

## Classified Listings

If you have a career listing or an office space ad, we can post it for you. Ads are hosted in the Member Resource section of our website and are linked in our weekly e-newsletter.

### Career Listings

<b>Cost</b>	<b>Members:</b>	<b>Non-Members:</b>
250-word ad	No charge	No charge

### Instructions:

- **We are unable to accept PDF (Adobe) files.** Send your unformatted ad in Word (.docx) or Rich Text (.rtf) by email to [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org).
- Deadline for ad content is always Wednesday.

- Include a start and end date for your advertisement in your email.
- Make sure to include complete contact information in your advertisement.
- Please include the job location.

## Office Space Listings

<b>Cost</b>	<b>Members:</b>	<b>Non-Members:</b>
100-word ad	No charge	\$37.50

**Rates are weekly.** If the ad is placed, unchanged, for more than two consecutive Fridays, third and subsequent, consecutive insertions will be at half price.

### Instructions:

- **We are unable to accept PDF (Adobe) files.** Send your unformatted ad in Word (.docx) or Rich Text (.rtf) by email to [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org).
- Deadline for ad content is always Wednesday.
- Include a start and end date for your advertisement in your email.
- Make sure to include complete contact information in your advertisement.
- We can include links to pictures but will not include .jpgs.
- Members – we will only post your own office space listings at no charge.

## Premium Stand-Alone Email Broadcasts

Premium ads are a stand-alone email broadcast sent to our readership (over 2300 BCACC members). Only one ad is booked a week and is sent on Thursdays. We book on a first come, first serve basis, and we recommend reserving well in advance for a specific week.

Please call BCACC Head Office to confirm available dates or email us at [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org).

<b>Cost:</b>	<b>Members:</b>	<b>Non-Members:</b>
Up to 300 words	\$200.00 (includes gst)	\$250.00 (includes gst)

- BCACC will not book more than three ads for the same advertiser, consecutively.
- Non-profit discounts DO NOT apply to the Premium Ads.
- Payment is required at the time of booking to reserve your ad. Ad copy must be submitted a minimum week in advance of your reserved date.
- Ad copy is subject to approval by the BCACC. Ads for workshops must contain a price for the workshop or a link to a website where the price is clearly displayed.

- Refunds will not be issued if you miss your advertising deadline.

### Premium ad format:

We provide an opportunity to use one graphic and one logo in your Premium Ad. See the Premium Ad layout.

### Instructions:

- **We are unable to accept PDF (Adobe) files.** Send your ad text (Word (.docx) or Rich Text (.rtf), a .jpg of your logo and a .jpg of your header image by email to [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org)
- Deadline for ad content is MINIMUM a week in advance.
- BCACC may check messages for spelling, and reserves the right to make minor editorial changes to format, flow and to ensure it is not flagged as spam.

### Premium Ad Layout:

**Image**  
**600 x 311 pixels**


**Title Here**

Text - maximum 300 words

Must include either the cost of your event or a link to a site with this information.

**Your logo**  
max. dimension 224 pixels

Disclaimer: Except where specifically indicated, the opinions expressed in this notice are strictly those of the author and do not necessarily reflect the opinions of the B.C. Association of Clinical Counsellors, its officers, directors, or staff. The publication of any advertisement by the B.C. Association of Clinical Counsellors is not an endorsement of the advertiser, or of the products or services advertised. The B.C. Association of Clinical Counsellors is not responsible for any claims made in advertisements. Advertisers may not, without prior consent, incorporate in a subsequent advertisement the fact that a product or service has been advertised in a publication of the B.C. Association of Clinical Counsellors.



**Details:**

**Who:** OR YOUR CONTACT INFO

**Time:** OR YOUR CALL TO ACTION

**Where:**

BC Association of Clinical Counsellors  
204-780 Tolmie Avenue, Victoria, BC V8X 3W4  
TF: 1-800-909-6303

## Contact Information

### **BC Association of Clinical Counsellors**

204-780 Tolmie Ave.,

Victoria, B.C., V8X 3W4

Tel: 250-595-4448 | TF: 1-800-909-6303

Email: [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org)

## Payment

Invoicing – BCACC Head Office will send all advertising invoices by e-mail.

### Payments

- Payment in full is required to book Feature and Premium Ads.
- All advertising must be paid within 14 days of invoicing to ensure future advertising requests.
- Cheques can be mailed to Advertising, BCACC, 204-780 Tolmie Ave., Victoria, B.C., V8X 3W4. *BCACC will not accept cheques in US dollars. If you are an American client, please pay by Canadian money order, or by credit card.*
- Credit card payments contact Head Office by phone 1-800-909-6303; fax 1-250-595-2926 or email [communications@bc-counsellors.org](mailto:communications@bc-counsellors.org)

### Fee for Returned Payment

Cheques not honoured by the bank (NSF, stop-payment, closed accounts, etc.) will result in an additional charge (\$10.00 administrative fee) against your account. The dishonoured cheque including the additional charge must be replaced with a secured payment (certified cheque, money order or credit card) within 10 business days of the date of the BCACC's notice.

Declined credit card transactions will result in an additional charge (\$10.00 administrative fee) against your account. The declined payment including the additional charge must be replaced with a secured payment (certified cheque, money order or current credit card) within 10 business days from the date of the BCACC's notice.