

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. BCACC will run ads that:

- employ respectful language.
- that are in compliance with the [Human Rights Code, Chapter 210, Item 11](#).
- that are not false, deceptive, misleading or fraudulent. This might be because of what they state, convey, or suggest or because of what they omit. ([BCACC Standard for Promoting and Advertising Services](#)).
- do not promote the use of illegal activities in experiential settings.
- that will not offend the BCACC membership due to controversial social, ethical or professional issues.

BCACC's advertising guidelines are subject to change at any time.

ADVERTISING RATES:

Pricing is provided with each type of advertising.

There is no cost for the following:

- University-hosted professional development courses
- Supervision/internship/graduate work 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:

1. Mind|Full e-newsletter: Feature Ad, Professional Development, & Classified Ads
2. Premium Ad – Standalone e-blasts

1. Mind|Full e-Newsletter

Our Mind|Full e-newsletter has a readership of over 4000 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.

A) Feature Ad Placement

Only one Feature Ad is booked a week. We book on a first come, first served 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.

Cost:

Feature Ad (100 words and logo)

Members:

\$100.00 (includes gst)

Non-Members:

\$150.00 (includes gst)

- To reserve your ad, please submit a signed advertising contract at the time of booking.
- **Ad copy must be submitted by email a minimum week in advance of your reserved date.** *BCACC makes every effort to accommodate our clients, but if we do not receive your ad materials a week in advance, we cannot guarantee a proof and ultimately may not be able to place the ad.*
- Non-profit discounts DO NOT apply to Feature Ads.
- BCACC will not book more than three consecutive ads for the same advertiser.

Feature Ad format:

- 100 words of ad content plus a small logo and a link to your 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 elana@bc-counsellors.org.
- **Deadline for ad content is a minimum of one week in advance of your advertising date.**
- Make sure to include complete contact information in your advertisement.
- Send your logo as a .jpg or .png file.
- BCACC will proof messages for spelling and reserves the right to make minor editorial changes to format and flow.

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

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.

B) 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 BCACC member portal.

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.

Cost	Members:	Non-Members:
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 elana@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 proof messages for spelling and reserves the right to make minor editorial changes to format and flow.

C) Classified Listings

Career listings or office space ads are hosted in the Member Portal section of our website and are linked in our weekly e-newsletter.

Career Listings

Cost	Members:	Non-Members:
Up to a 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 elana@bc-counsellors.org.
- Deadline for ad content is always Wednesday.
- Include a start and end date for your advertisement in your email. **Career listings without a closing date will be posted for a maximum of 30 days.**
- Make sure to include complete contact information and the job location in your advertisement.

Office Space Listings

Cost	Members:	Non-Members:
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 elana@bc-counsellors.org.
- Deadline for ad content is always Wednesday.
- Include a start and end date for your advertisement in your email. **Postings without an end date will be posted for a maximum of 60 days.**
- Include complete contact information and working hyperlinks 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.

2. Premium Stand-Alone Email Broadcasts

Premium ads are a stand-alone email broadcast sent to over 4300 subscribers. 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.

Cost:

Up to 300 words

Members:

\$200.00 (includes gst)

Non-Members:

\$250.00 (includes gst)

- To reserve your ad, please submit a signed advertising contract at the time of booking.
- **Ad copy must be submitted by email a minimum week in advance of your reserved date.** *BCACC makes every effort to accommodate our clients, but if we do not receive your ad materials a week in advance, we cannot guarantee a proof and ultimately may not be able to place the ad.*
- Non-profit discounts DO NOT apply to Premium Ads.
- BCACC will not book more than three consecutive ads for the same advertiser.

Please note: 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.

Premium ad format:

One graphic and one logo may be placed 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 elana@bc-counsellors.org
- **Deadline for ad content is MINIMUM a week in advance.**
- BCACC may proof 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


Details:

Who: OR YOUR CONTACT INFO
Time: OR YOUR CALL TO ACTION
Where:

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.



BCACC
BY ASSOCIATION OF CLINICAL COUNSELLORS



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 BCACC Communications Coordinator, Elana Ilott: elana@bc-counsellors.org

Payment

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

Payments

- All advertising must be paid within 30 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.*
- To make a credit card payment contact Head Office by phone 1-800-909-6303; fax 1-250-595-2926 or email Joan Paul: joan@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.

Cancellation and Refund Policy

Premium and Feature Ads

- Cancellations of less than 60 days will **not** be credited or refunded.
- Cancellations in advance of 60 days may be credited to a future Premium or Feature Ad date within the same calendar year, if available.

Classified Ads

- Cancellation of Classified Ads will be credited for advertising within the same calendar year.