

ADVERTISING WITH BCACC:

Advertisements are 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. We reserve the right to not run ads:

- That include disrespectful language towards clients
- That are disrespectful of diversity
- That are in direct violation of the human rights code (we want to hire a man or a woman...etc.)
- That promise a cure
- That include the use of illegal substances in experiential settings
- That include sexual touch in experiential settings
- From advertisers who do not follow good business practices/engaging in the above practices

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/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:

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

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.

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.

Cost:

Feature Ad (100 words and logo)

Members:

\$100.00 (includes gst)

Non-Members:

\$150.00 (includes gst)

- Payment and submission of a signed advertising contract 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.** This deadline ensures there is ample time to provide you with a proof of your ad and make any additional changes or edits prior to your ad date.
- Non-profit discounts DO NOT apply to Feature Ads.
- 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 and sample.

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.
- 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.

Feature Ad Layout and Sample

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.

Feature Ad: Jane App



Meet **Jane**. A complete practice management solution for Mental Health practitioners!

Couples bookings? Virtual Appointments? Sliding Scale Invoicing? No problem, Jane has you covered. From a solo practitioner to a growing team of Mental Health staff, you can trust that Jane's features and security will allow you to effectively run your business so you can spend your time on what you do best - helping others.

Jane is proud to be Canadian.

Your practice's records are only stored on Canadian servers. This is essential to ensure your clinic is acting in accordance with Canada's privacy legislation.

LEARN MORE HERE

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

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 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 check messages for spelling and reserves the right to make minor editorial changes to format and flow.

Professional Development Ad Sample

Professional Development Opportunities In Your Community

Find upcoming events and professional development opportunities across B.C. and Canada. The below is a table of contents, click through to read the full listings.

Online

Nov 20 - 29, 2020 - Getting the Love You Want - The COVID Edition - Imago Vancouver
November 24, 2020 - Lunch and Learn: Fitness & Mental Health - The Counselling Group & White Rock Counselling Co-op

December 4, 2020 - Reconnecting to Your Intuition: A Self-Care and Supervision Workshop for Clinicians - EFFT Texas

February 2021 - Building Your Toolbox Webinar Series - Cameray Child and Family Services

[READ THE FULL LISTINGS](#)

Vancouver Island & Gulf Island Opportunities

No opportunities at this time.

[READ THE FULL LISTINGS](#)

Lower Mainland and Fraser Valley Opportunities

Winter and Spring 2021 - Basic Training in Eye Movement Desensitization and Reprocessing - British Columbia School of Professional Psychology - Vancouver

[READ THE FULL LISTINGS](#)

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.

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.

Career Listings

Cost	Members:	Non-Members:
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.
- **Office space** listings: 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**.
- Members – we will only post your own office space listings at no charge
- **Career listings:** 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 and location information location in your classified listing.

Premium Stand-Alone Email Broadcasts

Premium ads are a stand-alone email broadcast sent to our readership (over 3900 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.

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

- Payment and submission of a signed advertising contract is required at the time of booking to reserve your ad. **Ad copy must be submitted a minimum of a week in advance of your reserved date.** This deadline ensures there is ample time to provide you with a proof of your ad and make any additional changes or edits prior to your ad date.
- BCACC will not book more than three ads for the same advertiser, consecutively.
- Non-profit discounts DO NOT apply to the Premium Ads.
- 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:

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

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 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 and Sample:

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
British Columbia Association of Clinical Counsellors



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



Video Feature Update | Screen Share Now Available

We're excited to announce that our Video Therapy feature now has the capability to facilitate screen sharing between you and your clients. If you have been waiting for this functionality before trying the Video feature, now is your opportunity to try it out! This feature is now live and functional for all Owl account holders currently using the Lite Plus, Premium and Group Plus plans. Please refer to our Video Screen Share FAQ for instructions on how to utilize this new feature.

[Access FAQ](#)


Sign up for a **14-Day Free Trial** to try out our new Video Screen Share feature along with our full suite of practice management solutions!

START FREE TRIAL

Contact us at support@owlpractice.ca with any questions! We can't wait to help you achieve your practice goals!


Practice Wisely.

The Owl Team




www.owlpractice.com
Email: support@owlpractice.ca

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BCACC
British Columbia Association of Clinical Counsellors



BC Association of Clinical Counsellors
204-780 Tolmie Avenue, Victoria, BC V8X 3W4
TF: 1-800-909-6303
You have opted in to receive BCACC Association notices.
[Manage Communication Preferences](#)

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

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

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 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.