

BCACC

BC ASSOCIATION OF CLINICAL COUNSELLORS

Advertising with BCACC

Effective January 1, 2022

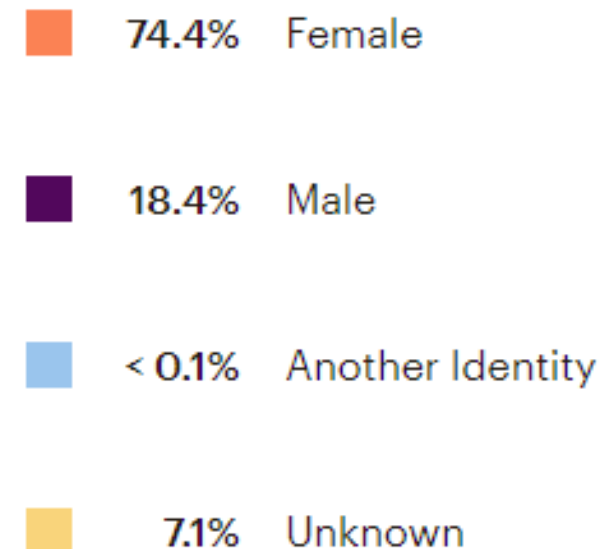


Advertising snapshot

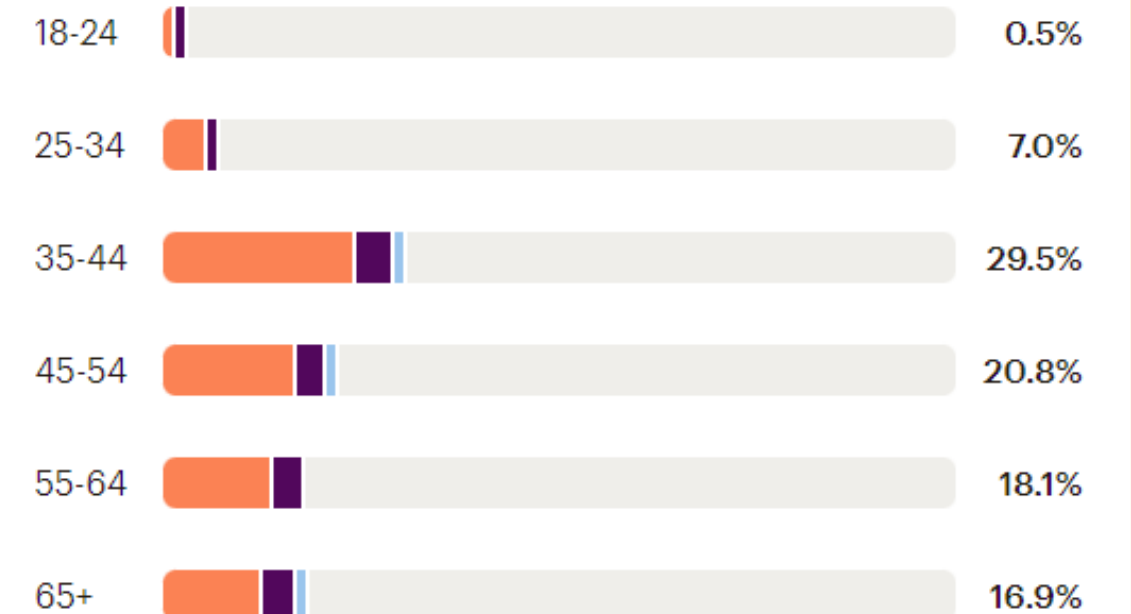
- Over 5700 members throughout BC
- 14k monthly average website visitors
- Above industry average campaign open rates

Members at a glance:

Gender



Age Range



Explore BCACC Advertising Streams



Reach BCACC members in more than one way.

From top-tier Virtual Event Sponsorships that reach both member and non-member email subscribers to simple weekly digest Classified Ads, we've got an advertising stream to suit your needs.



ADVERTISEMENTS ARE ANY OF THE FOLLOWING:

- Professional development and continuing education opportunities (e.g., workshops, seminars, conferences, events and courses)
- Job and career postings
- Supervision and internship postings by students/supervisees
- Groups/workshops for clients
- Office space wanted/available
- Services for clients or counsellors
- Calls for papers/research notices

WE RESERVE THE RIGHT TO NOT RUN ADS:

- That are contrary to BCACC's values or might pose a legal, reputational or financial risk to BCACC
- 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 includes sexual touch in experiential settings
- From advertisers who do not follow good business practices/engaging in the above practices

ALL ADVERTISING SUBMISSIONS ARE SUBJECT TO BCACC APPROVAL.



Payment & Cancellation Policy

- BCACC issues invoices through QuickBooks and accepts all major credit cards for payment
- All advertising must be paid within 14 days of invoicing to ensure future advertising requests

Cancellations for Premium and Feature ads 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

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

Virtual Event Sponsorship

BCACC hosts a variety of virtual events for both member and non-member attendees.

Please contact elana@bcacc.ca to inquire about availability.

The fine print:

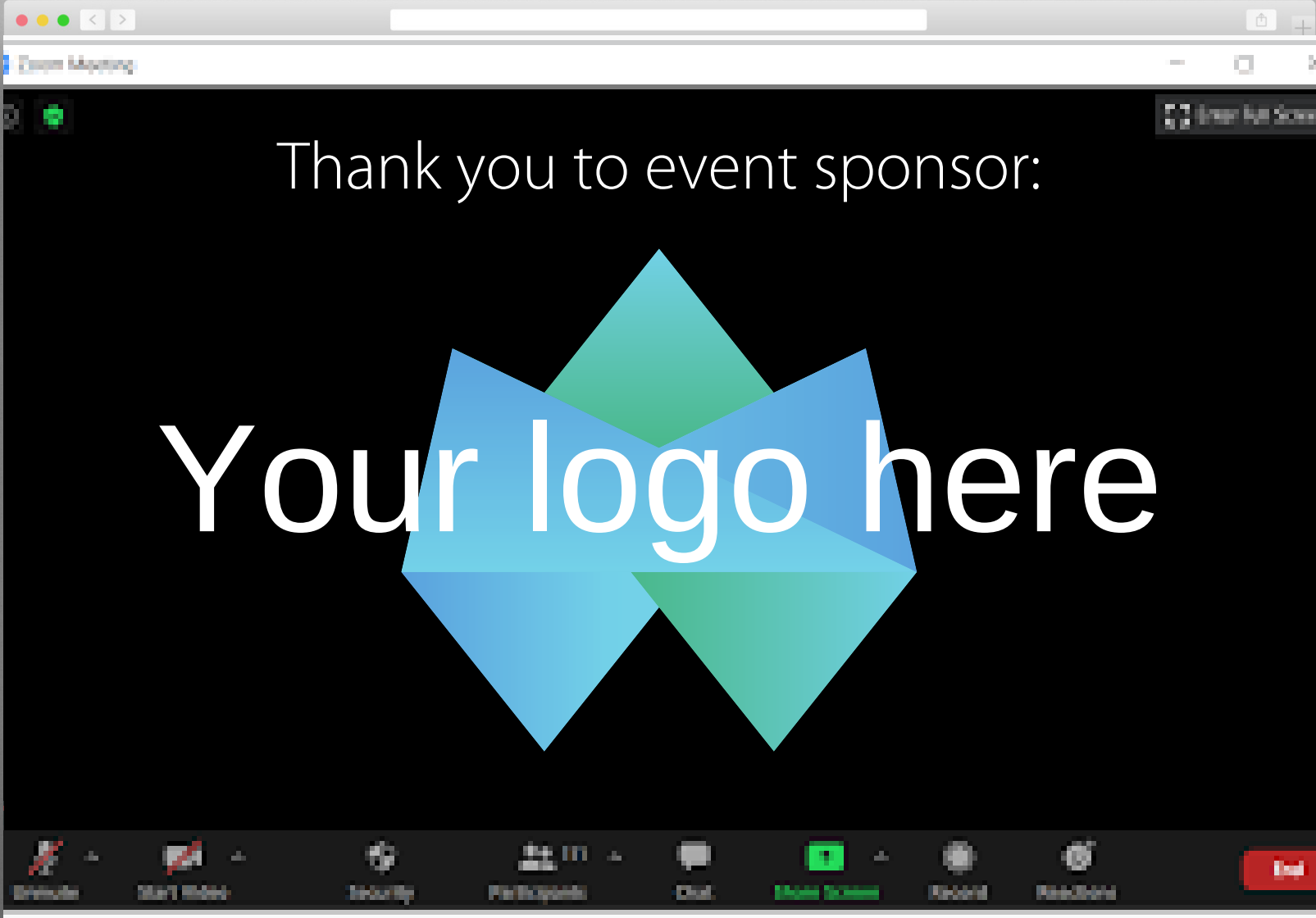
Advertiser provides:

- Sponsor logo (PNG or JPG)
- Brief description of goods/services
- URL
- Social media handles (Instagram, Facebook, and Twitter)

Included in sponsorship:

- Sponsor logo slide and mention/thank you (on screen and in chat) at open and close of event
- Sponsor logo in event broadcasts that reach 5300+ subscribers, typically 2-3 broadcasts to promote event
- Social media recognition

Virtual Event Sponsorship Layout & Sample



Cost:

Three-hour Workshop:
\$800 (includes GST)

One-hour Lunch & Learn:
\$500 (includes GST)

Premium Ad

Premium ads are a stand-alone email broadcast sent 4500+ subscribers.

Only one ad is booked a week and is sent on Thursdays, with the exception of additional Tuesday ad slots in the spring

We book on a first-come, first-serve basis, and recommend reserving well in advance for a specific week.

The fine print:

Advertiser provides:

- 600x480 pixel image (JPG or PNG)
- URL link for call to action button
- Preferred subject line
- All ad elements must be provided a minimum of one week in advance of your reserved date. This deadline ensures there is ample time to provide you with a proof of your ad and to make any additional changes or edits prior to your ad date

Included with your Premium Ad is an additional listing on BCACC Events Calendar (for eligible ads, 1 listing only, will not post multiple dates, if the advertiser has an event offering multiple dates, they are to indicate preferred calendar listing date).

BCACC will not book more than three ads for the same advertiser consecutively.



Premium Ad Layout & Sample

[View this email in your browser](#)



Your Premium Ad

600 X 480 pixel
JPG or PNG

CALL TO ACTION BUTTON

Interested in advertising with BCACC?
Please contact communications@bc-counsellors.org.

Disclaimer: **This is a paid advertisement.** 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.

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EMDR in this foundational
course.

*October 15th
5-7 P.M.*

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Cost:

Members: \$300 (includes GST)

Non-Members: \$500 (includes GST)

To secure your Premium Ad date, please contact elana@bcacc.ca.

Ad is subject to approval by BCACC.

Ads for workshops must contain a price for the workshop or a link to a website where the price is clearly displayed.

Feature Ad

Feature Ads are single ad placements in Mind|Full, our weekly e-newsletter to 5300+ subscribers sent on Fridays.

Only one ad is booked per week.

We book on a first-come, first-serve basis, and recommend reserving well in advance for a specific week.

The fine print:

Advertiser provides:

- 600x200 pixel image (PNG or JPG)
- Up to 100 words of text
- All ad elements must be provided a minimum of one week in advance of your reserved date. This deadline ensures there is ample time to provide you with a proof of your ad and to make any additional changes or edits prior to your ad date

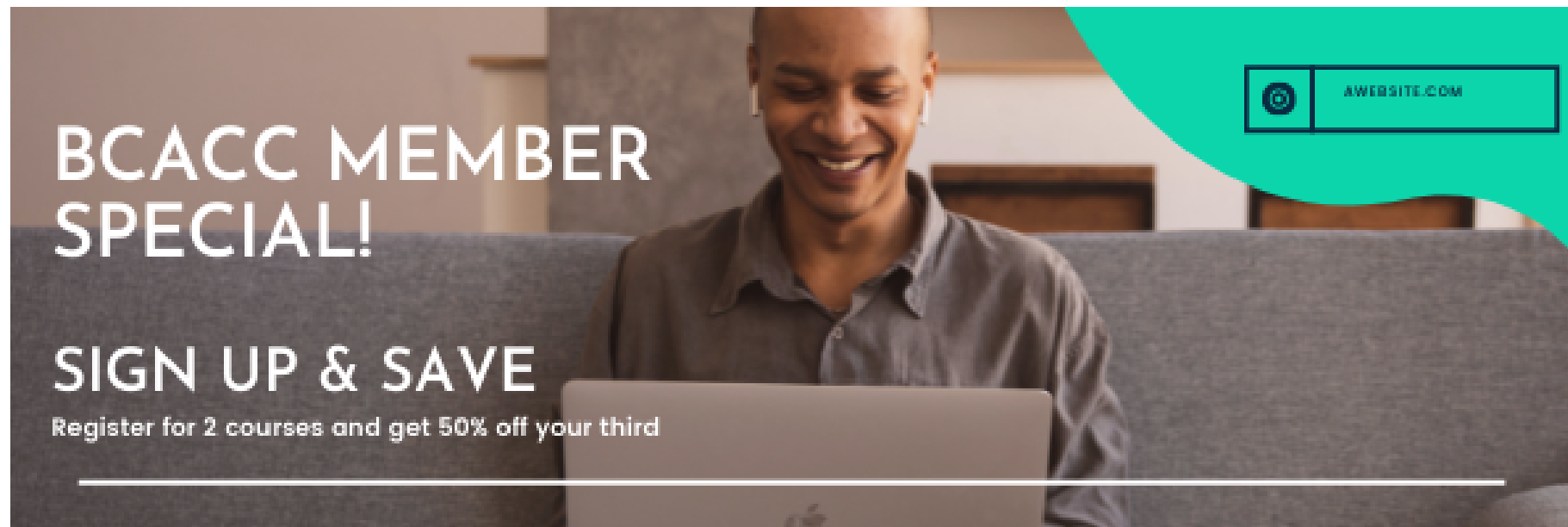
Included with your Feature Ad is an additional listing on BCACC Events Calendar (for eligible ads, 1 listing only, will not post multiple dates, if the advertiser has an event offering multiple dates, they are to indicate preferred calendar listing date).

BCACC will not book more than three ads for the same advertiser consecutively.



Feature Ad Layout & Sample

Feature Ad: Your Business Name Here



This could be your 100-word Feature Ad here.

Tell BCACC members a little bit more about your event or offering, and be sure to include important information like date, time, cost, etc.

Include a URL to your website so members can [learn more](#).

Cost:

Members: \$200 (includes GST)

Non-Members: \$350 (includes GST)

To secure your Feature Ad date, please contact elana@bcacc.ca.

Ad is subject to approval by BCACC.

Ads for workshops must contain a price for the workshop or a link to a website where the price is clearly displayed.

Professional Development Classified

Professional Development Classified ads are posted in Mind|Full, our weekly e-newsletter to 5300+ subscribers, and sent on Fridays.

Postings are in digest form and linked through to the full posting within the BCACC Member Portal.

The fine print:

Advertiser provides:

- Up to 200 words of text, in an unformatted Word or Text file

The deadline for ad content is Monday of each week, for inclusion in that Friday's mail-out.

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.

Make sure to include complete contact information in your advertisement.

Professional Development Classified Layout & 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

November 6 & 12, 2021 - Free Seminar for Professionals who care for brain injury survivors - Mindful Concussion

November 18, 2021 - CREATIVITY IN PRACTICE: 3 Ways that Integrating Music Can Transform Your Clinical Work - Free Webinar with Deborah Seabrook, PhD MTA RCC

November 20-21, 2021 - Weekend Intensive Level 1 OEI Training - Sight Psychology

February 2022 - Somatic Attachment Psychotherapy Online 2 Year Training - Lisa Mortimore, PhD

[READ THE FULL LISTINGS](#)

Vancouver Island & Gulf Island

No opportunities at this time.

Cost:

Members: \$30 per placement/week
(includes GST)

Non-Members: \$60 per
placement/week (includes GST)

Send your ad copy and indicate how many weeks you'd like your ad to run to elana@bcacc.ca.

Ad is subject to approval by BCACC.

Career Listings

Find the right Registered Clinical Counsellor to join your team.

Career listings are posted to an exclusive webpage in the BCACC Member Portal, and linked to in Mind|Full, our weekly e-newsletter to 5300+ subscribers.

The fine print:

To submit a Career listing, complete and submit a form request at <https://bcacc.ca/submit-your-career-postings/>.

Career postings remain active for 30 days from the placement date.

Cost:

Members: \$100 (includes GST)

Non-Members: \$300 (includes GST)

Office Space Listings

Office Space listings are posted to an exclusive webpage in the Member Portal, and linked to in Mind|Full, our weekly e-newsletter to 5300+ subscribers.

The fine print:

Advertiser provides:

- Up to 100 words of text in an unformatted Word or Text file to elana@bcacc.ca.

The deadline for ad content is Monday of each week, for inclusion in that Friday's mail-out.

Advertisements do not include graphics. Links to your own website or links to photos on your website can be included.

Make sure to include complete contact information in your advertisement.

Cost:

Members: no cost, posting remains active for a maximum of 60 days

Non-Members: \$60 per week (includes GST)

Need help?

Let's chat.

For further information and to secure your preferred advertising dates, please contact:

Elana Ilott, Communications Coordinator
elana@bcacc.ca.

