



NATIONAL BOARD FOR  
**CERTIFIED COUNSELORS**™

## **NBCC® Web page Advertising:**

*Information, policies and contracts for all Web-based advertising opportunities*

The National Board for Certified Counselors, Inc. and Affiliates (NBCC) offers Web-based advertisements to NBCC-approved Home Study Continuing Education Providers and to vendors of study materials for NBCC assessments. These advertising opportunities are offered through a yearly contractual agreement.

Advertisements for approved Home Study Continuing Education Providers are link-based advertisements. Providers are listed as links on the NBCC Web site (currently found here: <http://www.nbcc.org/listhomestudy>). Activating the link will connect the user to the provider's Web page for further information.

Vendors of study materials for NBCC assessments are also link-based advertisements which include a short paragraph describing the study materials that are available. The link and descriptive paragraph will be located on the "Study Guides for Examinations" page (currently found here: <http://www.nbcc.org/study>).

The following pages contain important information concerning NBCC's advertising policies, procedures for submitting advertisements, and important dates. **Both advertising contracts are included in this packet.** Please read this information carefully and submit the order form along with full payment to:

NBCC  
Attn: Accounting Department/ Web advertising  
PO Box 7387  
Greensboro, NC 27417-0387 (USA)

Please direct all questions regarding advertisements and payments to  
Allison Jones

Telephone : (336) 547-0607  
Monday-Friday: 9:00 AM-4:00 PM, Eastern Time  
Email: [jones@nbcc.org](mailto:jones@nbcc.org)

***NBCC ADVERTISING POLICIES***  
***for all Web-based advertising***

- 1 Text Link Advertising will be accepted from
  - NBCC approved Home Study Continuing Education Providers
  - vendors of home study materials for NBCC developed assessments.
- 2 Advertisement contracts are valid from January 1 through December 31. (Rates for 2008 will be prorated.) Renewal contracts will be sent to past advertisers in November. Payment for 2009 ads will be due by December 31.
- 3 The publication of an advertisement by NBCC in no way implies NBCC's endorsement of the advertiser's theory, product, or service.
- 4 Contact information for the advertiser must be included in the advertisement.
- 5 NBCC reserves the right to reject or cancel any advertisement. The content of all ads is subject to NBCC's approval. NBCC will not be liable for any costs or damages if, for any reason, it does not publish an advertisement nor for any errors in publication.
- 6 NBCC may refuse any advertisement determined to be misleading or inaccurate.
- 7 Positioning of advertisements is at the discretion of NBCC.
- 8 Advertisers are responsible for notifying NBCC of any corrections needed. Failure to provide correct information may result in removal or rejection of an ad.
- 9 NBCC is not liable for any delays in production or delivery due to any condition beyond NBCC's control.
- 10 Advertisers assume liability for all content of advertisements and will assume responsibility for any claims that may arise from their content.
- 11 All fees are subject to change without notification.
- 12 Advertising fees are not refundable.
- 13 Study Guide advertisements are limited to the information elicited by the Study Guide/Materials Advertisement Application Form.
- 14 No underline formatting is permitted except for hyperlinks. Bold, italics, and capitalization are permitted for emphasis only.
- 15 Web advertising contracts are valid for one full year. Mid-cycle cancellations will not be refunded.
- 16 A short description (approx. 150 words) with text links will be accepted from vendors who provide study material for NBCC assessments.

# Web-based Advertisements for NBCC-Approved Continuing Education Providers NBCC Order Form and Contract

Please complete the following order form and payment information and send it to NBCC via mail or fax.  
**If you are paying by check, please be sure to include a copy of this form with your payment.**  
**All payments should be submitted in United States dollars.**

Mailing Address: NBCC  
Attn: Accounting Dept./ Web advertising  
PO Box 7387  
Greensboro, NC 27417-0387 (USA)

Fax: +1 (336) 547-0017

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Please **clearly print** or type all information

Name of Continuing Education Provider: \_\_\_\_\_

NBCC Provider #: \_\_\_\_\_ Link text: \_\_\_\_\_

URL (Web site address to be linked to "Link Text"): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Email Address of Contact Person: \_\_\_\_\_

Provider Billing Address \_\_\_\_\_

Provider Tel: \_\_\_\_\_ Provider Fax: \_\_\_\_\_

Payment Information	OFFICE USE ONLY
<input type="checkbox"/> Please use the enclosed check as payment for our Web-based advertisement. Check number: _____ Check amount: <b>\$1,000</b>	REF#: _____
<input type="checkbox"/> Please charge the following credit card <b>\$1,000</b> for our Web-based advertisement. Card: <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> American Express	BATCH# _____
Name as it appears on the card: _____	DATE: _____
Card number: _____ Expiration Date _____	AMOUNT: _____
3-digit verification number (located on back of card) _____	
Signature: _____ Date: _____	

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*I have read, understand, and accept the NBCC Advertising policies for Web-based advertising.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Web-based Advertisements for Vendors of Study Materials for NBCC developed assessments NBCC Order Form and Contract

Please complete the following order form and payment information and send it to NBCC via mail or fax. **If you are paying by check, please be sure to include a copy of this form with your payment.** All payments should be submitted in United States dollars.

Mailing Address: NBCC Fax: +1 (336) 547-0017  
 Attn: Accounting Dept./Web advertising  
 PO Box 7387  
 Greensboro, NC 27417-0387 (USA)

Please **clearly print** or type all information

Name of Vendor: \_\_\_\_\_

Link text (title of study materials): \_\_\_\_\_

URL (Web site address to be linked to "Link Text"): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Email Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Provider Tel: \_\_\_\_\_ Provider Fax: \_\_\_\_\_

***Please provide a short description of your product (up to 150 words) on the following page and be sure to include it with this form and payment.***

Payment Information	OFFICE USE ONLY
<p>____ Please use the enclosed check as payment for our Web-based advertisement.            Check number: _____ Check amount: <b>\$2,000</b></p> <p>____ Please charge the following credit card <b>\$2,000</b> for our Web-based advertisement.            Card: _____ MasterCard _____ VISA _____ American Express</p> <p>Name as it appears on the card: _____</p> <p>Card number: _____ Expiration Date _____</p> <p>3-digit verification number (located on back of card) _____</p> <p>Signature: _____ Date: _____</p>	<p>REF#: _____</p> <p>BATCH# _____</p> <p>DATE: _____</p> <p>AMOUNT: _____</p>

*I have read, understand, and accept the NBCC Advertising policies for Web-based advertising.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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