



NBCC® Web Page Advertising: Information, policies and contracts for NBCC’s Approved Continuing Education Providers

The National Board for Certified Counselors, Inc. and Affiliates (NBCC) is pleased to offer a new Web-based advertising opportunity for our Approved Continuing Education Providers (ACEPs).

Beginning in 2010, ACEPs will have the opportunity to advertise their services on the NBCC Web site with a short descriptive paragraph (up to 100 words) to describe their business, products and services, as well as a hyperlink to direct users to their Web site. This advertising opportunity is offered through a yearly contractual agreement. Ads will be located on the “Continuing Education Providers” page (www.nbcc.org/continuingEducation/counselors/Providers.aspx).

The following pages contain important information concerning NBCC’s advertising policies, procedures for submitting advertisements, and important dates. Please read this information carefully and submit the order form along with full payment to:

NBCC
Attn: Accounting Department/Web Page 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 a.m.-4:00 p.m., Eastern time
E-mail: advertising@nbcc.org

Example of an ACEP Web Advertisement Layout

<u>Fictional Continuing Education Company (www.fce.com)</u>	_____
<p>Fictional Continuing Education Company (FCE) provides quality home-study continuing education opportunities for mental health professionals in the U.S. and Canada. Our online programs cover some of the most popular and pertinent topics facing counselors and their clients. Each course has been created by one of our highly qualified instructors and provides a minimum of three continuing education (CE) clock hours to those who pass the end-of-course test. CE certificates are e-mailed within two hours of passing the course. Visit our Web site (or call 800-555-1234) for an updated list of courses today! FCE is proud to be an NBCC-approved continuing education provider since 2004.</p>	

Name of your company and URL of company home page. This line will also be hyperlinked to your home page.

Short paragraph advertising your company to users (100 word limit).

NBCC ADVERTISING POLICIES for Web-based advertising

1. Advertising contracts are valid from January 1 through December 31. Payment for 2010 ads will be due by January 15, 2010. Renewal contracts will be sent to past advertisers in November 2010.
2. NBCC-approved continuing education providers (ACEP) advertisements are offered for \$1,000 per year. Advertisers may update or change the ad content up to two times each year.

After January 2010, the rate will be prorated and advertisers will pay only for the months remaining in the calendar year, at a rate of \$84 per month. Full payment for the remainder of the contract year is due at the time the contract is submitted. Under this option, no ad changes (except for contact information updates, if necessary) will be accepted for the remainder of the prorated contract.
3. Web advertising contracts are valid until the end of the calendar year. No refunds will be given for mid-contract cancellations.
4. Advertising fees are not refundable.
5. All fees are subject to change without notice.
6. Publication of an advertisement by NBCC in no way implies NBCC's endorsement of the advertiser's theory, product or service.
7. Contact information for the advertiser must be included in the advertisement.
8. 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 will NBCC be liable for any errors in publication.
9. NBCC may refuse any advertisement determined to be misleading or inaccurate.
10. Positioning of advertisements is at the discretion of NBCC.
11. Advertisers are responsible for notifying NBCC of any corrections needed. Failure to provide correct information may result in removal or rejection of an ad.
12. NBCC is not liable for any delays in production or delivery due to any condition beyond NBCC's control.
13. Advertisers assume liability for all content of advertisements and will assume responsibility for any claims that may arise from said content.
14. No underline formatting is permitted except for hyperlinks. Bold, italics and capitalization are permitted for emphasis only.
15. A short description (up to 100 words) to promote the approved continuing education provider company and/or its product will be accepted in addition to a Web site link to the provider's home page.

