



Newsletter Advertising Opportunity

Exclusively for NBCC Approved Continuing Education Providers

The National Board for Certified Counselors, Inc. and Affiliates accepts advertisements for placement in its newsletter, *The National Certified Counselor*. NBCC is pleased to offer this exclusive advertising opportunity to NBCC Approved Continuing Education Providers (ACEPs). ACEPs that advertise in *The National Certified Counselor* have the opportunity to reach more than 60,000 National Certified Counselors (NCCs) about their counseling-related products and services, including continuing education programs.

This packet provides details about this exclusive advertising opportunity, including the NBCC Newsletter Advertising Policy, advertisement specifications, fees, and submission deadlines.

Don't delay. Advertising space is limited, so reserve yours today!

ABOUT THE NATIONAL CERTIFIED COUNSELOR NEWSLETTER

- *The National Certified Counselor* is the official newsletter of NBCC and is published three times per year.
- *The National Certified Counselor* is distributed to all active NCCs. NCCs work in a variety of settings, including public and private behavioral health care organizations, and educational institutions.
- *The National Certified Counselor* is distributed to state licensure boards and more than 600 graduate-level university counseling programs that, in turn, make the newsletter accessible to thousands of licensed professional counselors and students.

EACH ISSUE FEATURES

- News and editorials pertaining to counselor certification and licensure.
- Updates on continuing education opportunities and approved providers to assist certified counselors in meeting recertification requirements.
- Updates on issues and events of interest to members of the counseling community.

NEWSLETTER ADVERTISEMENT EXAMPLE:



This Policy governs all newsletter advertising requests received by NBCC Approved Continuing Education Providers, and explains the requirements for submission and approval of advertisements, and related fees.

A. ELIGIBILITY TO REQUEST AN ACEP ADVERTISEMENT

In order to qualify to request the placement of an ACEP advertisement in the NBCC newsletter, the requesting provider must:

1. Be an active ACEP in good standing, and not the subject of any current NBCC deficiency or correction matter.
2. Agree to satisfy all requirements in the NBCC *Continuing Education Provider Policy (Provider Policy)*.

B. ACEP ADVERTISEMENT REQUESTS AND FEES

In order for NBCC to consider an advertisement request, the ACEP must:

1. Submit to NBCC for review a completed Advertisement Request Form, along with a copy of the proposed advertisement. An incomplete advertisement request will not be processed.
2. Pay the advertisement fee consistent with the fee schedule identified in the Advertisement Request Form. Fees are subject to change without notice.

NOTE: All fees for advertisements that are approved for publication are non-refundable. If an advertisement is rejected by NBCC based on the content and approval requirements identified in Section C of this Policy, the ACEP will receive a partial refund of the advertising fees paid to NBCC. A portion (25%) of the fees paid will be used for processing and are non-refundable.

C. ACEP ADVERTISEMENT CONTENT AND FORMAT REQUIREMENTS

An ACEP may only advertise continuing education programs that: are offered through a delivery format for which the ACEP has been approved by NBCC; and, satisfy the requirements identified in the NBCC *Provider Policy*.



All ACEP advertisements published by NBCC must be pre-approved by NBCC, and must satisfy the following requirements:

1. The advertisement must include: (a) the ACEP's current and complete contact information including business mailing address, telephone number, and email address; and, (b) the ACEP number issued by NBCC to the provider.
2. The advertisement must not: (a) include any content that is offensive, disparaging, defamatory, harassing, or obscene; (b) include any content that misrepresents or misstates information concerning any product, service, publication, course, organization, or person; (c) include any content that infringes upon any copyright, trademark, or other proprietary rights of NBCC or a third party; or, (d) be otherwise inappropriate, or inconsistent with the mission and purposes of NBCC.
3. The advertisement must satisfy the following technical specifications:
 - Pixels: The image resolution must be 600 pixels wide by 430 pixels high.
 - Format: The advertisement must be in one of the following formats: .eps; html; or, .jpg.
 - Color: The advertisement must be a greyscale or color digital image.
 - Properties: All fonts and artwork must be embedded in the advertisement.
 - Size: Advertisements must be submitted in actual size, without crop or bleed marks.

D. NBCC ADVERTISEMENT APPROVAL

1. The content and format of all ACEP advertisements must be consistent with this Policy, and are subject to NBCC approval. NBCC reserves the exclusive right to approve or reject any advertisement request.
2. In the event that the ACEP has been suspended or terminated, NBCC reserves the right to remove an approved, published advertisement from the newsletter.

E. ACEP ADVERTISEMENT MODIFICATION REQUIREMENTS

1. Once an advertisement is approved by NBCC, the ACEP may request a modification to the content or format of the advertisement once before each issue, which is subject to the requirements of this Policy. All changes must be submitted prior to the issue deadline.
2. The fee for modifications to an approved advertisement is \$200. Modification requests must be submitted before the request deadline in order to be reviewed and implemented in the requested newsletter.
3. The ACEP is responsible for notifying NBCC of any needed modifications to an advertisement. Failure to provide accurate information may result in rejection of an advertisement modification request, or removal of the advertisement from the newsletter.

F. ACEP ADVERTISEMENT PUBLICATION AND RESPONSIBILITY RULES

1. Approved advertisements will be published in a newsletter issue released subsequent to NBCC's approval of the requested advertisement, unless otherwise noted on the Advertising Space Reservation Form.



2. The positioning of approved advertisements in the NBCC newsletter is subject to the sole discretion of NBCC. NBCC reserves the right to change the format of the newsletter and issue distribution dates at any time, and without prior notice.
3. The ACEP assumes full responsibility for all content of the advertisement, and will assume all liability for any claims that may arise from, or otherwise related to, the advertisement or the provider.
4. NBCC will not be responsible for any costs or damages associated with any failure to publish an advertisement or any errors in publication of the advertisement in the newsletter.
5. NBCC assumes no liability for any delays in the production, publication, or delivery of the newsletter.

G. NO NBCC ENDORSEMENT OF ADVERTISEMENT/REQUIRED STATEMENT

NBCC does not endorse or support the products, services, or communications of other organizations, businesses, or individuals, including the content of ACEP advertisements published by NBCC. The following statement will be included under all approved advertisements published in the NBCC newsletter:

NBCC does not endorse or otherwise support the products, services, or communications of other organizations, businesses, or individuals, including the information provided in this advertisement.

NBCC will determine the appropriate placement of the statement when positioning approved advertisements in the NBCC newsletter.

DEADLINES

Newsletter Issue	Advertisement Request Deadlines
Winter	February 1
Spring	June 1
Fall	October 1

HOW TO SUBMIT YOUR ADVERTISEMENT REQUEST

- Step 1:** Complete the Newsletter Advertisement Request Form.
- Please make sure to indicate the requested number of issues for publication of the advertisement in section 1 of the Form.
 - Please make sure to indicate the requested initial ad placement in section 2 of the Form.
- Step 2:** Mail the completed form and a copy of the advertisement with full payment to the address listed on the form.
- Step 3:** E-mail the digital advertisement and form to advertising@nbcc.org and **be sure to include your company/organization name and ACEP number in the subject line.**

Questions? Contact Michelle Gross at 336-547-0607 or e-mail advertising@nbcc.org.

