



Examination Preparation Guide Advertising Opportunity

The National Board for Certified Counselors, Inc. (NBCC) accepts requests for examination preparation guide advertisements to be placed on the NBCC website. Advertising on the NBCC website provides the opportunity to reach large numbers of National Certified Counselors (NCCs) and other mental health professionals about NBCC examination-related preparation guides and materials.

Approved advertisements will be published on the following NBCC webpage:

- <http://www.nbcc.org/Exam/StudyGuides>

This packet provides details about this advertising opportunity, including the Examination Preparation Guide Advertising Policy, advertisement specifications, fees and submission deadlines.



This policy governs all examination preparation guide advertising requests received by NBCC and explains the requirements for submission and approval of advertisements and related fees.

A. ELIGIBILITY TO REQUEST AN ADVERTISEMENT

In order to qualify to request the placement of an examination preparation guide advertisement on the NBCC website, the requesting organization, business or individual (requester) must:

1. Own the material(s) that are the subject of the advertisement request; or,
2. Have the express, written permission of the owner of the material(s) to use the material(s) and make such a request.

B. ADVERTISEMENT REQUESTS AND FEES

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

1. Submit to NBCC for review a completed Examination Preparation Guide Advertisement Request Form, along with a copy of the proposed advertisement. An incomplete advertisement request will not be processed.
2. Pay the advertisement fee identified in the Examination Preparation Guide Advertisement Request Form. Fees are subject to change without notice.
3. 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 this policy, the requester will receive a refund of the paid advertising fees, less a processing charge of 25% of the total fees.

C. ADVERTISEMENT CONTENT AND FORMAT REQUIREMENTS

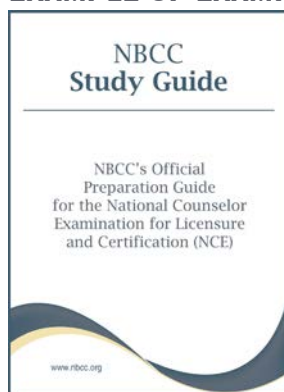
All advertisements published by NBCC must be pre-approved by NBCC and satisfy the following requirements:

1. The advertisement must include the requester's current contact information, including mailing address, telephone number and e-mail address.
2. The advertisement must not: (a) include any representations or claims that using the requester's examination preparation material(s) will guarantee success or a passing result on an NBCC examination; (b) include any unsubstantiated statements concerning the pass rate for individuals using the requester's material(s) or the material(s) of other third parties; (c) include any content that may be potentially harmful to NBCC or a third party; (d) include any content that is inaccurate or misrepresents information concerning any product or service; (e) include any content that infringes upon an intellectual property right of NBCC or a third party; or (f) be inconsistent with the mission and purposes of NBCC.



3. The advertisement must satisfy the following technical specifications:
 - **Text:** The length of the advertisement must be no more than one hundred (100) words of text. No underline formatting is permitted, except for hyperlinks to the requester's website. Bold and italics font, and word capitalization, are permitted for emphasis purposes only.
 - **Size:** Advertisements must be submitted in actual size, 260 pixels wide by 360 pixels high, without crop or bleed marks.
 - **Resolution:** The image resolution of the advertisement must be 300 dpi or ppi.
 - **Format:** The advertisement must be in one of the following formats: .jpg or .png.
 - **Color:** The advertisement must be a greyscale or color digital image.

EXAMPLE OF EXAMINATION PREPARATION GUIDE ADVERTISEMENT:



D. NBCC ADVERTISEMENT APPROVAL

1. The content and format of an advertisement must be consistent with this policy, subject to NBCC approval. NBCC reserves the exclusive right to reject any advertisement request.
2. NBCC reserves the exclusive right to remove an approved, published advertisement from the NBCC website.

E. ADVERTISEMENT MODIFICATION REQUIREMENTS

1. Once an advertisement is approved by NBCC, the requester may request a modification to the content or format of the advertisement, subject to the requirements of this policy. All modification requests must be submitted to NBCC by the 15th day of each month in order to be reviewed and approved for publication during the following month.
2. The fee to request a modification to an approved advertisement is \$200.

F. ADVERTISEMENT PUBLICATION AND RESPONSIBILITY RULES

1. Approved advertisements will be published on the NBCC website following NBCC's approval of the Advertisement, unless otherwise requested by the requester on the Examination Preparation Guide



Advertisement Request Form. Following the one (1) year advertisement publication period, the requester must submit a new Advertisement Request Form, including a copy of the proposed advertisement, and pay the applicable advertisement fees.

2. The positioning of an approved advertisement on the NBCC website is determined solely by NBCC. NBCC reserves the right to change the format of the webpage where the advertisement is published without prior notice.
3. The requester assumes full responsibility for all content of the advertisement and will assume all liability for any claims that may arise from, or are otherwise related to, the advertisement or the requester.
4. NBCC will not be liable or otherwise responsible for any costs or damages related to a failure to publish an advertisement, or for any errors in the publication of the advertisement on the NBCC website.
5. NBCC assumes no liability for any malfunction or other failure of the NBCC website, regardless of the reasons for such failure.

G. NO NBCC ENDORSEMENT OF ADVERTISEMENT/REQUIRED STATEMENT

NBCC does not endorse the content or fitness of the products or services of other organizations, businesses and individuals, including the content of requesters' advertisements published by NBCC. The following statement will be included under all approved advertisements published on the NBCC website:

NBCC does not endorse the content or fitness of the products or services of other organizations, businesses and individuals, including the information provided in this advertisement.

NBCC will determine the appropriate placement of the statement when positioning approved advertisements on the NBCC website.

DEADLINES

Complete examination preparation guide advertisement request packages, including payment, must be received by the 15th day of each month in order to be reviewed and approved for publication on the NBCC website during the following month. Advertisement requests received after the 15th day of the month will be delayed.

HOW TO SUBMIT YOUR ADVERTISEMENT REQUEST

- **Step 1:** Complete the Examination Preparation Guide Advertisement Request 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 organization/business/individual name in the subject line.

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

Examination Preparation Guide Advertisement Request Form



The completed Examination Preparation Guide Advertisement Request Form, full payment and the digital advertisement must all be received in order to be processed. Please complete this form electronically or print clearly.

Name of Requester: _____

Website: _____

Contact Person: _____ Telephone: _____

Fax: _____ E-mail: _____

Mailing Address: _____

By submitting this Request Form, the undersigned represents that the identified requester accepts, and agrees to be bound by, the terms of the Examination Preparation Guide Advertising Policy, and other applicable NBCC policies.

Signature: _____ Title: _____ Date: _____

For NBCC Use Only:

Ref.#: _____	Batch #: _____	Date: _____	Amount: _____
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1. Desired start month for publication of advertisement: _____

2. Advertisement payment:

Enclosed is a check or money order payable to NBCC in the amount of \$1,200.

Please charge the credit card listed below in the amount of \$1,200.

Card Type: VISA MasterCard American Express

Name on Card:

Card Number:

Expiration Date: / Verification Code Numbers (from back of card):

Cardholder Signature: _____ Date: _____

Daytime Telephone: _____ Evening Telephone: _____

Mail this form, a copy of the ad and full payment to:
NBCC Attn: Accounting Dept/Examination Preparation Guide
P.O. Box 63160, Charlotte, NC 28263-3160