

# Web Page Advertising:

Information, policies and contracts for advertising NBCC examination-related study guide/materials

The National Board for Certified Counselors, Inc. and Affiliates (NBCC) has put together a special 2014 Web-based advertising package exclusively for vendors of study guides/materials related to NBCC examinations.

The ads will be link-based and will include a short descriptive paragraph of the study guide/materials. The link and product description will be located on the "Study Guides for Examinations" page of NBCC's Web site (currently found at www.nbcc.org/study). Only advertisements for NBCC examination-based study guides/materials will be accepted.

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 P.O. 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 NBCC Examination Study Guide/Materials Web Advertisement Layout

#### Fictional Exam Study Guide Company (www.fesgc.com)

Fictional Exam Study Guide Company (FESGC) has been offering top-quality study guide materials to mental health professionals for more than 20 years. Since 1997 our highly effective and comprehensive study materials have helped more than 11,000 examinees pass their credential and licensure exams. FESGC specializes in the exams offered by the National Board for Certified Counselors (NBCC), such as the National Counselor Exam (NCE) and the National Certified School Counselor Exam (NCSCE).

Each exam study kit comes with a 750-page book and an audio CD to make studying easy and convenient. The course covers...

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

Short description to advertise your company and/or study guide materials. (200 word limit).

### NBCC ADVERTISING POLICIES for Web-based Advertisements of NBCC Examination Study Guide/Materials

- 1. Advertising contracts are valid from January 1 through December 31. Payment for 2014 ads will be due by January 15, 2014.
- 2. Advertisements for NBCC examination study guides are offered for \$2,000 per year. Advertisers may update or change the ad content up to four times each year.

After January 2014, the rate will be prorated and advertisers will pay only for the months remaining in the calendar year, at a rate of \$170 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 midcontract 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.
- 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 200 words**) of the NBCC examination-related study guide/materials, with text links, will be accepted.
- 16. This contract is valid for the 2014 calendar year only.

NBCC Examination Study Guide/Materials Web Advertisement Order Form

### HOW TO PLACE YOUR AD

## This form can be completed electronically with Adobe Reader 7 or better, which can be downloaded for free from www.adobe.com. Otherwise, it is important to print all information clearly.

- 1. Complete this form and fax or mail it to NBCC at the address on page 1 of this packet. You may also scan and e-mail the form to advertising@nbcc.org.
- 2. E-mail your ad text to advertising@nbcc.org. In your e-mail, be sure to include
  - Your company's name and telephone number.
  - The text you wish to use for your ad. Text should be no more than 200 words. You may include hyperlinks to your site within the ad text. No photos or other images may be included.
  - When your advertising order form was sent to NBCC.
- 3. If paying by check, it is important to include a copy of this form with your payment.

## Ads will be placed on the page in the order in which the completed ads were received. A completed ad is one for which the contract, text and payment have all been received.

Company Name: _								
For which NBCC e	xamination(s) do y	/ou offer a study 🤉	guide/materials	?				
	Telephone:							
Fax:	E-mail	Address of Conta	act Person:					
Billing Address:								
l have read, under	rstand and accept	the NBCC adver	tising policies f	or study guide	e/matei	rials adv	ertiserr	ents.
Signature:				Date	e:			
		AD P	AYMENT					
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Daytime Telephone: _			Evening Telephone:					
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NBCC Examination Study Guide/Materials: Web-based Advertisements-Revised 10/2013