



## 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](http://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](mailto: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 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.
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.**

