



Job Board Advertising Opportunity

Exclusively for NBCC Approved Continuing Education Providers

As an NBCC Approved Continuing Education Provider (ACEP), you have the opportunity to advertise your services on the online NBCC Job Board. This advertising opportunity is offered through a yearly contractual agreement. This is your chance to connect with a large number of engaged counselors. Ads will be placed in the rotating series banner ad on the right of the screen at <http://jobboard.nbcc.org>.

This advertising packet contains important information concerning NBCC's advertising policies and procedures for submitting advertisements. Please read this information carefully and submit your order form along with full payment to:

NBCC
Attn: Accounting Department/Job Board Advertising
PO Box 63160
Charlotte, NC 28263-3160

If you have questions regarding advertisements and payments, please contact:

Michelle Gross
336-547-0607 (Monday–Friday, 9 a.m. to 4 p.m. Eastern time)
advertising@nbcc.org

EXAMPLE OF JOB BOARD ADVERTISEMENT:

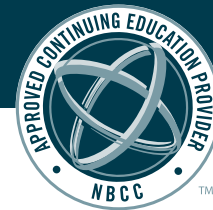
Behavioral Health Center

159 East Main Street, Suite 2 Anytown, State 12345
Web: www.pvbh.com E-mail: pvbh@pvbh.com

Jane T. Smith
Specializing in depression management

nbcc
CERTIFIED
National Certified Counselor • NCC
Master Addictions Counselor • MAC

To schedule an appointment call: +1.555.543.9876



This Policy governs all Job Board 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 on the NBCC Job Board, 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 Job Board 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 Job Board 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 960 pixels wide by 325 pixels high.
- Format: The advertisement must be in one of the following formats: .eps; pdf; .ai; 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 NBCC Job Board without refund.

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, which is subject to the requirements of this Policy.
2. The fee for modifications to an approved advertisement is \$200. Modification requests must be submitted by the 15th of each month in order to be reviewed and implemented at the beginning of the following month.
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 NBCC Job Board.

F. ACEP ADVERTISEMENT PUBLICATION AND RESPONSIBILITY RULES

1. Approved advertisements will be published on the NBCC Job Board subsequent to NBCC's approval of the requested advertisement, unless otherwise noted on the Job Board Advertising Request Form.
2. The positioning of approved advertisements on the NBCC Job Board is subject to the sole discretion of NBCC. Space is limited. NBCC reserves the right to change the format of the NBCC Job Board at any time, and without prior notice. New advertisements will be arranged based on the order received.
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 on the NBCC Job Board.
5. NBCC assumes no liability for any delays in publication.



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 on the NBCC Job Board:

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 on the NBCC Job Board.

H. DEADLINES

Complete advertisement request packages, including payment, must be received by the 15th of each month in order to be processed and posted on the NBCC Job Board in the following month. Submissions received after the 15th will be delayed.

I. HOW TO SUBMIT YOUR ADVERTISEMENT REQUEST

- **Step 1:** Complete the Job Board 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 company/organization name and ACEP number in the subject line.

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

The completed Job Board Advertisement Request Form, full payment, and the digital advertisement must all be received in order to be processed.

