

NBCC Website Advertising Opportunity

Exclusively for NBCC Approved Continuing Education Providers

The National Board for Certified Counselors, Inc. and Affiliates accepts advertisements for placement on the NBCC website. NBCC is pleased to offer this exclusive advertising opportunity to NBCC Approved Continuing Education Providers (ACEPs). ACEPs that advertise on the NBCC website have the opportunity to reach large numbers of National Certified Counselors (NCCs) and other mental health professionals about their counseling-related products and services, including continuing education programs.

Approved advertisements will be published on the following NBCC webpages:

- <http://www.nbcc.org/Search/acepdirectory>
- <http://www.nbcc.org/resources/nccs/earnce>

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



This policy governs all NBCC website 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 website, the requesting provider must:

1. Be an ACEP that is not the subject of any current NBCC deficiency or correction matter.
2. Be an ACEP that has no outstanding balance for annual maintenance fees and/or late charges.
3. 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 Website Advertisement Request Form, along with a copy of the proposed advertisement. An incomplete advertisement request will not be processed.
2. Pay the advertisement fees identified in the Website 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 ACEP will receive a refund of the paid advertising fees, less a processing charge of 25% of the total fees.

C. ACEP ADVERTISEMENT CONTENT AND FORMAT REQUIREMENTS

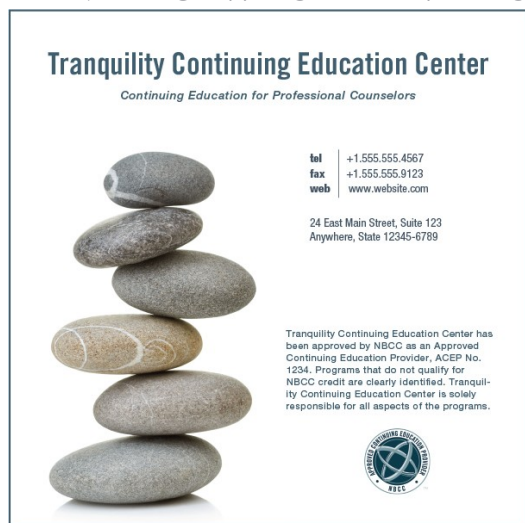
An ACEP may only advertise continuing education programs that are offered through a delivery format for which the ACEP has been approved by NBCC, and must otherwise satisfy the requirements identified in the NBCC *Provider Policy*.

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

1. The advertisement must include: (a) the ACEP's current 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 may be potentially harmful to NBCC or a third party; (b) include any content that misrepresents information concerning any product or service; (c) include any content that infringes upon an intellectual property right of NBCC or a third party; or, (d) be inconsistent with the mission and purposes of NBCC.

3. The advertisement must satisfy the following technical specifications:
 - Size: Advertisements must be submitted in digital form, and in actual size, without crop or bleed marks.
 - Pixels: The image resolution must be either: 850 pixels wide by 310 pixels high for a banner-size advertisement; or, 410 pixels wide by 310 pixel high for a tile-size advertisement.
 - 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.
 - Properties: All fonts and artwork must be embedded in the advertisement.

EXAMPLE OF WEBSITE ADVERTISEMENT:



D. NBCC ADVERTISEMENT APPROVAL

1. The content and format of an ACEP advertisement must be consistent with this policy, subject to NBCC approval. NBCC reserves the exclusive right to 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 website.

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, subject to the requirements of this policy. All requested and required 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. ACEP ADVERTISEMENT PUBLICATION AND RESPONSIBILITY RULES

1. Approved advertisements will be published on the NBCC website following NBCC's approval, unless otherwise requested by the ACEP on the Website Advertisement Request Form.



Following the one (1)-year advertisement publication period, the ACEP 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 NBCC website 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 are otherwise related to, the advertisement or the provider.
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 ACEP 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 NBCC website 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 Website 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, or fax the form to 336-547-0017.
- **Step 3:** Email the digital copy of the advertisement to communications@nbcc.org.

Questions? Contact Les Gura at 336-547-0607 or e-mail communications@nbcc.org.

