



CANADIAN COUNSELLING AND  
PSYCHOTHERAPY ASSOCIATION

L'ASSOCIATION CANADIENNE DE  
COUNSELING ET DE PSYCHOTHÉRAPIE

*Members are, through affiliation, in contact with thousands of business organizations across Canada. CCPA works to ensure the continued growth and success of the counselling profession in Canada by providing networking opportunities, professional development, and research support. Essentially, CCPA is the central informational resource for Canada's vibrant counselling and psychotherapy profession and offers members as well as non-members several advertising opportunities.*

### **ADVERTISING WITH CCPA:**

Advertisements are considered as any of the following:

- Professional development activities (e.g. workshops, seminars, conferences, events, books available as Independent Study, courses, etc.)
- Career Postings
- Office Space Listings
- Calls for Research Participants
- Services for clients or counsellors/psychotherapists

**Please note that all advertising submissions are subject to CCPA approval. Advertisements are booked on a first come, first serve basis and spots will only be reserved upon receipt of a completed Advertising Contract. We recommend reserving well in advance as spots book up quickly. For questions, please refer to the Contact Information section under each Advertisement option.**

The publication of any advertisement by CCPA, is neither an endorsement of the advertiser, or of the products or services advertised. CCPA is not responsible for any claim(s) made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement, the fact that a product or service had been advertised in a CCPA publication.

The acceptability of an advertisement for publication is based upon legal, social, professional, and ethical considerations. CCPA reserves the right to unilaterally reject, omit, or cancel any advertising that it considers to be not in the best interest of these considerations.

### **TYPES OF ADVERTISEMENTS:**

#### **Electronic Bulletin (Listserv)**

CCPA's Listserv is a "broadcast" e-mail sent to members who subscribe to it (7,000+ members). This email contains CCPA updates as well as other paid advertisements from third parties. The Listserv is sent to members on Thursdays on a bi-weekly basis.

***Please note that a maximum of (5) third-party advertisement spots are available per Listserv. There is a limit of one advertisement per organization per Listserv.***

#### **Advertisement Length and Format**

- The information that will be inserted directly in the body of the e-mail should be a maximum of 150 words sent as a Word Document.
- Your ad may include (1) JPEG file.
- Any additional information on the ad (that would make it longer than 150 words) will be linked in a PDF format or to the desired website.

- A “Register Now” or “Learn More” Button will be included at the bottom of the ad. Please provide a website that the button will be linked to.

## Advertisement Layout

- Please send your ad content no later than 1-week prior to your reserved date.
- Be sure to include and clearly highlight complete contact information.
- Clearly state associated costs of the activity being advertised.
- It is the responsibility of the advertiser to ensure that there are no spelling or grammatical mistakes; however, CCPA will complete a final read-through.
- CCPA reserves the right to make minor editorial changes to format and flow.

## Rates

Payment is required upon submission of your Advertising Contract. Method of payment will be charged following the release of the ad.

***Please note that if you are purchasing a bundle, the full amount will be charged to your method of payment following the release of the first ad. All prices include taxes.***

Refunds will not be issued if an advertising deadline is missed.

### **Non-Member**

- One Time: \$150.00
- Five Times: \$600.00 (\$120/ea.)

### **Member**

- One Time: \$110.00
- Five Times: \$440.00 (\$88/ea.)

## Contact Information

For questions related to the Listserv (available dates, advertisement layout), and to submit your Advertising Contract, please email Geneviève Labbé at [cecadmin@ccpa-accp.ca](mailto:cecadmin@ccpa-accp.ca).

## Dedicated Isolated Email

Our dedicated Isolated Email option is an e-mail sent to members subscribed to our ListServ mailing list (7,000+ members). Your advertisement will be the only one in this email and you can decide what the subject line will be. Isolated Emails are sent to members 5x per month.

***Please note that the same organization may only send a maximum of (1) Isolated Email per quarter.***

## Advertisement Length and Format

- There are no word restrictions with this type of email.
- Your ad may include up to (4) JPEG files.
- Please clearly state the Subject Line of the email.
- Any additional information on the ad can be linked to a PDF or to a desired website.

### LOGO / EVENT BANNER

**Title of Advertisement**

Your 150-word ad content will be placed here.

*The text included in this section may highlight your activity and whom this activity is geared towards. Do attendees need to have any prior training? Etc.*

*Please note that it is the responsibility of the reservee to ensure there are no spelling mistakes; however, CCPA will complete a final read-through.*

**Cost of Activity:**

**Email Contact:** example@example.ca

**REGISTER NOW BUTTON**  
Please provide link

- A “Register Now” or “Learn More” Button will be included at the bottom of the ad. Please provide a website that the button will be linked to.

## Advertisement Layout

- Please send your ad content no later than 1-week prior to your reserved date.
- Be sure to include and clearly highlight complete contact information.
- Clearly state associated costs of the activity being advertised.
- It is the responsibility of the advertiser to ensure there are no spelling or grammatical mistakes; however, CCPA will complete a final read-through.
- CCPA reserves the right to make minor editorial changes to format and flow.

## Rates

Payment is required upon submission of your Advertising Contract. Method of payment will be charged following the release of the ad.

***Please note that if you are purchasing a bundle, the full amount will be charged to your method of payment following the release of the first ad. All prices include taxes.***

Refunds will not be issued if an advertising deadline is missed.

### **Non-Member**

- \$300.00/each

### **Member**

- \$250.00/each

## Contact Information

For questions related to Isolated Emails (available dates, advertisement layout), and to submit your Advertising Contract, please email Geneviève Labbé at [cecadmin@ccpa-accp.ca](mailto:cecadmin@ccpa-accp.ca).

## Job Postings and Office Space Listings

Job Postings and Office Space Listings are displayed in CCPA’s Members-Only Portal for 2 months or until the posting deadline, whichever comes first.

### Job Posting/Office Space Listing Length & Format

- Please submit the position/office space in either Word or PDF format. You will receive confirmation via email once it has been published in the Portal.
- There are no word restrictions; your document can include any and all information about the position and organization.

### Job Posting/Office Space Listing Layout

- Please clearly state the following in your document:
  - Title
  - Location (City, Province)

**Subject Line of Email:**

**LOGO / EVENT BANNER**

**Title of Advertisement**

There are no word restrictions with Dedicated Isolated Emails.

*The text included in this section may highlight your activity and whom this activity is geared towards. Do attendees need to have any prior training? Etc.*

*Please note that it is the responsibility of the reservee to ensure there are no spelling mistakes; however, CCPA will complete a final read-through.*

**IMAGE**

**IMAGE**

**Cost of Activity:**

**Email Contact:** [example@example.ca](mailto:example@example.ca)

**REGISTER NOW BUTTON**  
Please provide link

- Position Closing Date
- How and Where to Apply
- Company Information
- Contact Information
- It is the responsibility of the advertiser to ensure that there are no spelling or grammatical mistakes; however, CCPA will complete a final read-through.
- CCPA reserves the right to make minor editorial changes to format and flow.

## Rates

Method of payment is required upon submission of your Advertising Contract. Method of payment will be charged following publication of your document. **All prices include taxes.**

### **Non-Member**

- \$25.00

### **Member**

- Complimentary

## Contact Information

For questions related to the Job Postings/Office Space Listings, and to submit your Advertising Contract, please email Geneviève Labbé at [cecadmin@ccpa-accp.ca](mailto:cecadmin@ccpa-accp.ca).

## Upcoming Events

The "[Upcoming Events](#)" tab on CCPA's main website displays activities happening throughout the country and internationally. An event listed on this page does not necessarily imply an endorsement by CCPA. Event listings are for informational use only. For information on having your event Pre-Accredited, please [click here](#).

## Upcoming Event Posting Length and Format

- Please submit your Upcoming Event in either Word or PDF format. You will receive confirmation via email once it has been published on the website.
- Any additional information on the ad can be linked to a PDF or to a desired website.

## Upcoming Event Layout

- It is the responsibility of the advertiser to ensure that there are no spelling or grammatical mistakes; however, CCPA will complete a final read-through.
- CCPA reserves the right to make minor editorial changes to format and flow.

## Rates

Method of payment is required upon submission of your Advertising Contract. Method of payment will be charged following publication of your document. **All prices include taxes.**

### **Non-Member**

- \$35.00

### **Member**

- Complimentary

## Contact Information

For questions related to the Upcoming Events tab, and to submit your Advertising Contract, please email Andreea Andrei at [memberservices@ccpa-accp.ca](mailto:memberservices@ccpa-accp.ca).

## COGNICA – CCPA’s Quarterly Newsletter

COGNICA is the bilingual newsletter of CCPA and is published 4 times per year. It is distributed to CCPA members as well as partner associations nationally and internationally. **The submission deadlines are December 1<sup>st</sup>, March 1<sup>st</sup>, June 1<sup>st</sup>, and September 1<sup>st</sup> of each year.**

COGNICA fulfills the CCPA mandate to provide timely information relevant to the various aspects of counselling and is respected as Canada’s foremost information resource, addressing the challenges faced daily by counselling professionals.

Counsellors and Psychotherapists turn to COGNICA first for up-to-date news as it offers the opportunity for its members to be in contact with other counsellors/psychotherapists, who are active in a variety of work settings, world wide, in order to exchange ideas and best practices, provide mutual support and promote professional development.

### Advertisement Length and Format

- Your ad must be sent in a JPEG file in accordance with the size of advertisement you have purchased (see below).
- The ad may include hyperlinks as the Edition is available online.

### Advertisement Layout

- Please send your ad content by the submission deadline (see above).
- Be sure to include and clearly highlight complete contact information.
- Clearly state associated costs of the activity being advertised.
- It is the responsibility of the advertiser to ensure that there are no spelling or grammatical mistakes; however, CCPA will complete a final read-through.
- CCPA reserves the right to make minor editorial changes to format and flow.

### Rates

Method of payment is required upon submission of your Advertising Contract. Method of payment will be charged following publication of your document. **All prices include taxes.**

Pricing listed below are for both Members and Non-Members.

	1 Time	4 Times	Size
Full Page	\$510.00	\$430.00/ea.	6" x 9"
½ Page	\$325.00	\$270.00/ea.	3" x 9"
¼ Page	\$215.00	\$165.00/ea.	3" x 4"
Business Cards	\$85.00	\$55.00/ea.	

### Contact Information

For questions related to COGNICA, and to submit your Advertising Contract, please email Geneviève Labbé at [cecadmin@ccpa-accp.ca](mailto:cecadmin@ccpa-accp.ca).

### Direct Mail-Outs

Although CCPA does not rent or sell our Members’ List, we offer Direct Mail-outs providing you submit the material directly to us and all ready to be mailed (stuffed in envelopes).

## Direct Mail-Out Layout

- Please send a sample of what you would like sent to the CCPA National Office (see contact information below) for approval.
- Once approved, please complete the Advertising Contract and send all material already stuffed in #10 envelopes to the CCPA National Office.

## Rates

Method of payment is required upon submission of your Advertising Contract. Method of payment will be charged following publication of your document. **All prices include taxes.**

Pricing listed below are for both Members and Non-Members.

#10 Envelopes, up to 30 grams	\$1.00/member
Other Size or Weight	To be discussed

## Contact Information

For questions related to Direct Mail-Outs, and to submit your Advertising Contract, please email Andreea Andrei at [memberservices@ccpa-accp.ca](mailto:memberservices@ccpa-accp.ca).

## The Canadian Journal of Counselling and Psychotherapy (CJCP)

The Canadian Journal of Counselling and Psychotherapy (CJCP) is the official journal of the Canadian Counselling and Psychotherapy Association (CCPA). More on this publication is available [here](#).

Issues are published four times a year: **January, April, July, and October**. Material for an advertisement must be received at least two months prior to the issue in which the advertisement is to appear. Later requests will be considered for particular issues, but guarantees for these requests cannot be given.

## Advertisement Length and Format

- Your ad must be sent in a JPEG file in accordance with the size of advertisement you have purchased (see below).
- The ad may include hyperlinks as the Edition is available online.

## Advertisement Layout

- Please send your ad content by the submission deadline (see above).
- Be sure to include and clearly highlight complete contact information.
- Clearly state associated costs of the activity being advertised.
- It is the responsibility of the advertiser to ensure that there are no spelling or grammatical mistakes; however, CCPA will complete a final read-through.
- CCPA reserves the right to make minor editorial changes to format and flow.

## Rates

Method of payment is required upon submission of your Advertising Contract. Method of payment will be charged following publication of your document. **All prices include taxes.** Any typesetting or other required preparation will be billed based on job requirements.

Pricing listed below are for both Members and Non-Members.

	<b>1 Time</b>	<b>4 Times</b>	<b>Size</b>
<b>Full Page</b>	\$405.00	\$350.00/ea.	4 1/2" x 7 3/8"
<b>1/2 Page</b>	\$275.00	\$215.00/ea.	4 1/2" x 3 1/2"
<b>1/3 Page</b>	\$190.00	\$165.00/ea.	4 1/2" x 2 1/4"
<b>Back of Cover</b>	\$460.00	\$405.00/ea.	4 1/2" x 7 3/8"

### Contact Information

Please submit your completed Advertising Contract directly to the Editor at [rcc@ucalgary.ca](mailto:rcc@ucalgary.ca). For questions related to CJCP, please contact:

***Dr. Kevin Alderson***

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