



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:

- Listserv
- Isolated Email
- Job Postings and Office Space Listings and Events
- Upcoming Events
- Upcoming Event Featured Post **NEW!**
- COGNICA – CCPA’s Biannual Newsletter **ADVERTISEMENT UPDATE!**
- Direct Mail-Outs
- The Canadian Journal of Counselling and Psychotherapy (CJCP)

Questions

For all questions related to Job Postings/Office Spaces, Listserv, Isolated Emails, Upcoming Events, Upcoming Event Featured Post, COGNICA, Direct Mail-Outs, CJCP such as available dates, advertisement layout etc. and to submit your Advertising Contract, please email:

Contact Kaylynn Craig at
communications@ccpa-accp.ca

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Listserv

CCPA's Listserv is a "broadcast" e-mail sent to members **once a month** who subscribe to it (12,000+ members). This email contains CCPA updates as well as other paid advertisements from third parties. The Listserv is sent to members once a month (on Thursday).

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 quarter**.*

Listserv 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) poster JPEG file, (1) JPEG file logo.
- 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 the hyperlink that the button will be linked to.

Advertisement Layout

- Please send your ad content no later than 7 business days prior to your reserved date. If content is not received, we will assume advertiser is no longer interested and give the space to another advertiser.
- 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.
- If advertisers would like a draft version of their Email for review, this must be requested with a signed Advertising Contract and confirmed upon delivery of a signed contract. Feedback on any changes must be sent 3 business days before the date of your advertisement. Changes will be made within 24 hours upon receipt of your feedback.

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 we no longer offer bundles. All prices include taxes.

Non-Member: \$200

Member: \$150

Advertisement Layout

Below is an example of how your ad will appear on CCPA's Listserv

Poster/Banner

Your 150 word ad content here. The text in this section may highlight your activity and whom the activity is geared toward. Do attendees need to have any prior training? Etc.

Cost of Activity:

Email Contact:

Register Here/Click Here for More Info

Please provide hyperlink

Company Logo

Isolated Emails

Isolated Email is an e-mail sent to members subscribed twice a month to our ListServ mailing list (10,000+ 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 2x per month. *There is a limit of **one** advertisement per organization **per year**.*

Isolated Emails Length & 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 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.

Isolated Email Layout

- Please send your ad content no later than **7 business days** prior to your reserved date.
- Be sure to include and clearly highlight complete contact information.
- Clearly state the 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.
- If advertisers would like a draft version of their Isolated Email for review, this must be requested with a signed Advertising Contract and confirmed upon delivery of a signed contract.
- Feedback on any changes must be sent 3 business days before the date of your advertisement. Changes will be made within 24 hours upon receipt of your feedback.

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 we no longer offer bundles. All prices include taxes.

Refund will not be issued if an advertiser deadline is missed.

Non-Member Price \$400

Member Price \$300

Advertisement Layout

Below is an example of how your ad will appear on CCPA's Listserv

Poster/Banner

Your ad content here. The text in this section may highlight your activity and whom the activity is geared toward. Do attendees need to have any prior training? Etc.

Cost of Activity:

Email Contact:

Register Here/Click Here for More Info
Please provide hyperlink

Job Postings and Office Space Listings and Events

Job Postings, Office Space Listings and Events are displayed in CCPA's Members-Only Portal for 2 months. Advertisers may purchase a renewal once the two-month period has expired.

Job Postings, Office Space Listings and Events Length & Format

- Please submit the position in either PDF format or a Word document.
- Please title the documents what you'd like the audience to see as well as the location **ex: "Seeking Behavioural Counselors/Therapists in XX"**
- Please let us know where the job posting, listing or event will be located.
- You will receive confirmation via email once it has been published to our Portal.

Job Postings/Office Space/Events Listings Layout

Please clearly state the following in your document:

- Title
- Location (City, Province)
- Posting Closing date
- How and where to apply or register
- Company information
- Contact information
- Event 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.
- Be sure to include and clearly highlight complete contact information.
- Clearly state the associated costs of the activity being advertised.
- Any additional information on the ad can be linked to a PDF or to the desired website.

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

\$50

Member

Complimentary

Upcoming Events

The “[Upcoming Events](#)” drop down tab is displayed 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](#).

Events are displayed in CCPA's Members-Only Portal for 2 months. Advertiser can renew their ad once the two-month period has expired. It is the responsibility of the advertiser to send in a new contract in order to renew their event listing.

Upcoming Events Length & 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.
- Please provide as much of the following as possible:
 - Title of the event
 - Start and end date of the event
 - Location (City, Province)
 - How and where to apply - hyperlink
 - Website for more info - hyper link
 - Contact info
 - Event info
 - Logo
 - PDF of flyer
 - JPEG of flyer or poster

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

\$70

Member

Complimentary

We recommend following the below format (Using some of all the of suggested requirements).

Event Title - Start and End Date (For Dropdown Tab)

Logo
Here

Event Title
Date and time

Description of the event. Highlight your activity and whom the activity is geared toward.

Does this course offer CEC's

[Click Here](#) to Register.

For more information, please visit our website [HERE](#).

For more info click [HERE](#) (PDF)

Please contact us with any inquires at us@email.com

Event Logo

NEW ADVERTISING OPPORTUNITY FOR 2023!

Upcoming Event Featured Post

This ad will be **featured at the top** of the "[Upcoming Events](#)" page on CCPA's main website as a banner!

Events are displayed in CCPA's Members-Only Portal for 2 months. Advertisers can renew their ad once the two-month period has expired. It is the responsibility of the advertiser to send in a new contract in order to renew their event listing.

Similar to the classic Upcoming Events post, this post 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 Events Length & 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.
- Your ad will be a clickable ad that is linked to a desired website or PDF form.

Upcoming Event Layout

Please submit **one (1)** 2000ft x 650ft graphic with all the information below

- Title of the event
- Event start and end date
- Location (city, province)
- A limit of ONE (1) hyperlink or link to a PDF
- Brief description of the event
- 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.

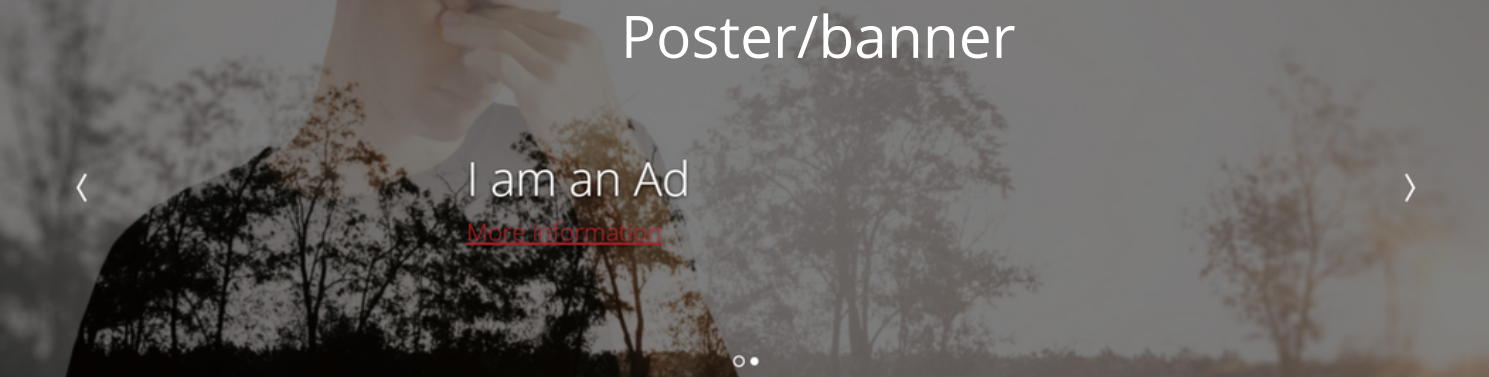
Non-Member

\$200

Member

Complimentary

Upcoming Event Featured Post example



COGNICA – CCPA’s Biannual Newsletter

NEW! COGNICA is now available to the public! It will be featured regularly on all of our social media platforms as well as our monthly newsletter (Listserv) for more visibility!

COGNICA is the bilingual newsletter of CCPA and is **published 2 times per year**. It will be published on CCPA's website, [click here](#) to view past editions!

The submission deadlines are Feb 1st & Aug 1st of each year.

New editions are posted publicly in the spring and fall 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.

COGNICA Advertisement Length and Format

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

COGNICA 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.

Full Page	\$660	6"x9"
1/2 Page	\$420	3" x 9"
1/4 Page	\$280	3" x 4"
Business Cards	\$110	3.5" x 2.0"

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.**

Direct Mail-Out Layout

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.

Envelopes, up to 30 grams	\$1.00/member
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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.

	1 Time	4 Times	Size
Full Page	\$405.00	\$350.00/ea.	4 1/2" x 7 3/8"
1/2 Page	\$275.00	\$215.00/ea.	4 1/2" x 3 1/2"
1/3 Page	\$190.00	\$165.00/ea.	4 1/2" x 2 1/4"
Back of Cover	\$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. For questions related to CJCP, please

Contact:

Dr. Kevin Alderson
University Calgary
13th Floor, Educational Studies in Counselling Psychology
2500 University Drive NW
Calgary, AB, T2N 1N4
403-228-5233 (fax)
E-mail: rcc@ucalgary.ca

Image content (page 2)

LOGO / EVENT BANNER	LOGO OU BANNIÈRE DE L'ÉVÉNEMENT
Title of Advertisement	Titre de la publicité
Your 150-word ad content will be placed here.	Le contenu de 150 mots de votre annonce sera inséré ici.
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.	Le texte inclus dans cette section peut renseigner sur votre activité et les personnes auxquelles elle s'adresse. Les participants ont-ils besoin d'une formation préalable, 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.	Il incombe au client de s'assurer qu'il n'y a pas d'erreurs d'orthographe ou de grammaire; par contre, l'ACCP révisera les annonces reçues.
Cost of Activity:	Coût de l'activité :
Email Contact: example@example.ca	Courriel : example@example.ca
REGISTER NOW BUTTON Please provide link	BOUTON « INSCRIPTION » Veuillez fournir un lien

Image content (page 3)

Subject line of Email :	Ligne objet du courriel
LOGO / EVENT BANNER	LOGO OU BANNIÈRE DE L'ÉVÉNEMENT
Title of Advertisement	Titre de la publicité
There are no word restrictions with Dedicated Isolated Emails.	Il n'y a pas de restriction sur le nombre de mots pour les annonces électroniques isolées.
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.	Le texte inclus dans cette section peut renseigner sur votre activité et les personnes auxquelles elle s'adresse. Les participants ont-ils besoin d'une formation préalable, 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.	Il incombe au client de s'assurer qu'il n'y a pas d'erreurs d'orthographe ou de grammaire; par contre, l'ACCP révisera les annonces reçues.
Cost of Activity:	Coût de l'activité :
Email Contact: example@example.ca	Courriel : example@example.ca
REGISTER NOW BUTTON Please provide link	BOUTON « INSCRIPTION » Veuillez fournir un lien