

 Canadian Counselling and
Psychotherapy Association



Advertising Guidelines

2024



CANADIAN COUNSELLING AND
PSYCHOTHERAPY ASSOCIATION
L'ASSOCIATION CANADIENNE DE
COUNSELING ET DE PSYCHOTHÉRAPIE

www.ccpa-accp.ca
communications@ccpa-accp.ca

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Advertising with CCPA

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.

The publication of any advertisement by CCPA is neither an endorsement of the advertiser nor 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 on 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.

Please note that all advertising submissions are subject to CCPA approval. Isolated Emails and Listserv will be reserved upon receipt of a completed Advertising Contract and a deposit of 50% of the costs of the requested advertisement. An invoice will be sent to the email address provided in the contract with simple instructions on how to complete payment. The remaining balance will be invoiced one week before your scheduled advertisement. For all other advertisements, payment will be invoiced either before or at the time of publication.

Types of Advertising

Advertisements we consider:

- 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

Advertisements we offer:

- Listserv
- Isolated Email
- Job Postings, Office Space Listings, and Research Participant Recruitment
- Upcoming Events
- Upcoming Events Featured Post
- COGNICA – CCPA's Biannual Publication
- Direct Mail-Outs

Questions

For all questions and to submit your Advertising Contract, please email:

communications@ccpa-accp.ca

Listserv

CCPA's Listserv is a "broadcast" e-mail sent to members **once a month** who subscribe to it (13,000+ 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**.*

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.
- 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.

Preparing for your Upcoming Listserv

- Please send your ad content no later than **7 business days** prior to your reserved date. To note, in the event that the content is not received within the stipulated time frame, the advertising space will become available and will be obtainable for advertisers to purchase.
- It is the advertiser's responsibility 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.
- Any modifications to the advertisement must be sent 3 business days before the date of your advertisement. Changes will be made within 24 hours upon receipt of the updates.

Content to Include:

- Title for the advertisement
- Contact information
- (1) poster JPEG file, (1) JPEG file logo - Please attach all image files separately
- Clearly state the costs, if there are any
- A hyperlink for the Call to Action

Bookings and Rates

To secure your advertisement placement and initiate the process, we kindly request that you pay 50% of the costs of the advertisement upon reserving your date. A completed advertising contract and your preferred dates are mandatory to secure the advertisement placement. The remaining balance will be invoiced one week before your scheduled advertisement. All prices include taxes.

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

Non-Member Price: \$300

Member Price: \$175

Advertisement Layout

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



SDFNDNFMSNSKJJNSAALSNKDFAVHJDGHJJKSADNKLADFGKFSADJGKSDJFGKSDJFGKJS
DFKGJSDKFG

AGHJKDFMASDFM:

- SDFSD
- SDFHFDGHJGHJTYUT
- TYUTYJGYJ

AKJSDFJAHSDFJHASIWEJTIORJFALSDFKFKALSJDFKJASDKFJASFASKDFJAKSLDJFEKRJG
ERKSAGMNKA;ELGRN;AJERGNKJSAEGRNJKSERGNJKSEGFRNAOUHSRTAWU8HERIOAW
ERIAJEFIOJASEFOHNAEORUGHUAORGHOAERGJIAOERJGIAOJERGFIOJARGIOJSARGJIS
AIEORJGIOSAERGJDFGJSDFGJFSDHGSDFH

KSLFDGKSDFJGKSDFJGKSDFJGKSDFJGKSDFJGKJSDFGKJDFSKGJSDFKGKSDFJGKDJFG
KJSDFGKJDFKGJLSDKFJGKSDFJGLSDFJGKLSDFJGKLSDFJGKDFJSGKJSDFGKJSDFGJSD
FKLGJKSDFJGSLKDFGJSDLFKGJKSDFJGKSDFJGKSDFJGSLKDFJGKSDFJGSLDJGOIA
ERGYOIAERGTJOIAERHGFUIARHEGFUHER

[Learn More / Register Now / Click Here](#)



Isolated Emails

Isolated Emails is an e-mail sent to members who are subscribed to our Listserv mailing list (13,000+ 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 twice a month on Tuesdays. *There is a limit of **one** advertisement per organization **per year**.*

Length and Format

- There are no word restrictions with this type of 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.

Preparing for your Isolated Email

- Please send your ad content no later than **7 business days** prior to your reserved date. To note, in the event that the content is not received within the stipulated time frame, the advertising space will become available and will be obtainable for advertisers to purchase.
- It is the advertiser’s responsibility 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.
- Any modifications to the advertisement must be sent 3 business days before the date of your advertisement. Changes will be made within 24 hours upon receipt of the updates.

Content to Include:

- Subject line of the email
- Contact information
- Up to (4) JPEG files - Please attach all image files separately
- Clearly state the costs, if there are any
- A hyperlink for the Call to Action

Bookings and Rates

To secure your advertisement placement and initiate the process, we kindly request that you pay 50% of the costs of the advertisement upon reserving your date. A completed advertising contract and your preferred dates are mandatory to secure the advertisement placement. The remaining balance will be invoiced one week before your scheduled advertisement. All prices include taxes.

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

Non-Member Price: \$550

Member Price: \$325

Advertisement Layout

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



CANADIAN COUNSELLING AND
PSYCHOTHERAPY ASSOCIATION
L'ASSOCIATION CANADIENNE DE
COUNSELING ET DE PSYCHOTHÉRAPIE



1-877-765-5565
info@ccpa-accp.ca

AKJSLFHD AKJFD AKAKJDF



SDFNDFMNSKJJNSAALS NKDFAVHJDGHJJKSADNKLADFGKFSADJGKSDJFGKSDJFGKJS
DFKGJSDKFGSLFKGKSLDFGKSJFGSJDFGKJSDFGJKSDKLFKGSJDFGKSDJFGKJSDFGKJSDGLJEIS
RGJEORSGJISEORJGISERGJISERGISERJGIOSRJEIOSJERGIOJSEROGIJSERIOGJSEOR
GJISEORGJISEORJGISOEJRGIOSEJRGIOJSERGIOJSERGJISERIGJSRIEOGJIERIOGJEOIYT

AGHJKDFMASDFM:

- SDFSD
- SDFHFDGHJGHJTYUT
- TYUTYJGYJ

KJASHDJFHASJKFDHAJKSFHDAJSDFHAJF
HAHSGFHSDGFHGFHSGFGHSADFGHSADF
GHSADFSAGFUWAGEFUIGWEFUIGWEUFGI
UAGFEYIGFYREFGSAEGFRYUAGFRYUGSA
EFRYUGAGFAYEGFRYUGA

KJASHDJFHASJKFDHAJKSFHDAJSDFHAJF
HAHSGFHSDGFHGFHSGFGHSADFGHSADF
GHSADFSAGFUWAGEFUIGWEFUIGWEUFGI
UAGFEYIGFYREFGSAEGFRYUAGFRYUGSA
EFRYUGAGFAYEGFRYUGA

KAJSBFKJSANDGFJLRBHGILHARKLGJJSADFHSDFHGFJKSDFHJSHDDFGKSLDGJJKHGK
ALSDJGJAKSDFJSAHDFJSAHDFKJASHDFJKSHDFJKHSADFJHASJKDFHASJKFDHSAJKDFJ
KSAFDKAJSHFJKAHSFJKADF

[Learn More / Register Now / Click Here](#)



Job Postings, Office Space Listings, and Research Participant Recruitment

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

Length and Format

- Submit all content in either a Word document or PDF.
- Title the document what you'd like the audience to see, for example:
 - "Seeking Behavioural Counselors/Therapists"
 - "Office Space for Rent in Ontario"
 - "Seeking Participants for an Upcoming Study"
- Indicate the location of the job posting, office space, or research participant recruitment.

Preparing for your Job Postings, Office Space Listings, and/or Research Participant Recruitment

- It is the advertiser's responsibility 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.
- Any additional information on the ad can be linked to a PDF or the desired website.

Content to Include:

- Title
- Location (City, Province)
- Posting end date
- How and where to apply or register
- Costs, if there are any
- Company information
- Contact information

Interested?

Please contact communications@ccpa-accp.ca with a completed advertising contract and clearly state your advertising interest.

Rates

An invoice will be sent to the email provided in the advertising contract with simple instructions on how to complete payment. The invoice will be sent following the publication of your requested advertisement. All prices include taxes.

Non-Member Price: \$100

Member Price: Complimentary

Upcoming Events

The “[Upcoming Events](#)” drop-down tab is displayed on CCPA’s main website and includes 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.

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.

Preparing for your Upcoming Event

- It is the advertiser’s responsibility 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.

Content to Include:

- Title of the event
- Start and end date of the event
- Location (City, Province)
- How and where to apply - hyperlink
- Contact info
- Event info
- Logo
- PDF of flyer
- JPEG of flyer or poster

Interested?

Please contact communications@ccpa-accp.ca with a completed advertising contract. Clearly state your advertising interests and your membership status.

Rates

An invoice will be sent to the email provided in the advertising contract with simple instructions on how to complete payment. The invoice will be sent following the publication of your requested advertisement. All prices include taxes.

Non-Member Price: \$100

Member Price: 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

Upcoming Events 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 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](#).

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.
- Your ad will be a clickable ad that is linked to a desired website or PDF form.

Preparing for your Upcoming Events Featured Post

- It is the advertiser's responsibility 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.

Content to Include:

- Please submit **one (1)** 2000px x 650px 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

Interested?

Please contact communications@ccpa-accp.ca with a completed advertising contract. Clearly state your advertising interests and your membership status.

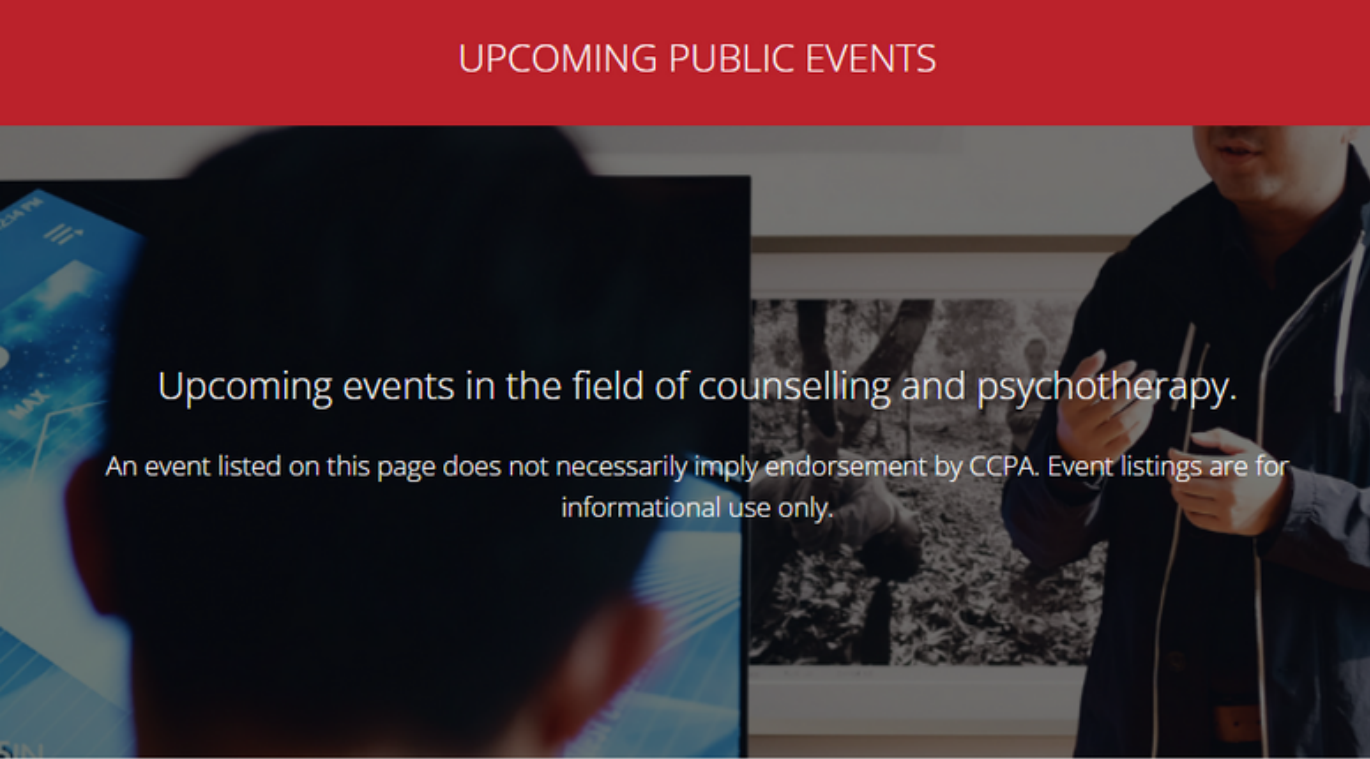
Rates

An invoice will be sent to the email provided in the advertising contract with simple instructions on how to complete payment. The invoice will be sent following the publication of your requested advertisement. All prices include taxes.

Non-Member Price: \$225

Member Price: \$110

Upcoming Event Featured Post Example



Featured Events



COGNICA – CCPA's Biannual Publication

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 publication 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 March 1st and October 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, worldwide, in order to exchange ideas and best practices, provide mutual support and promote professional development.

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.

Preparing for your COGNICA Advertisement

- Please send your ad content by the submission deadline (see above).
- Be sure to include your contact information.
- Clearly state the associated costs of the activity being advertised.
- It is the advertiser's responsibility 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	\$650	6"x9"
1/2 Page	\$450	3" x 9"
1/4 Page	\$300	3" x 4"
Business Cards	\$110	3.5" x 2.0"

Rates

An invoice will be sent to the email provided in the advertising contract with simple instructions on how to complete payment. The invoice will be sent following the publication of your requested advertisement. All prices include taxes.

Direct Mail-Out

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).

Preparing for your Direct Mail-Out

- Please send a sample of what you would like sent to the CCPA National Office to communications@ccpa-accp.ca for approval.
- Once approved, please complete the advertising contract and send all material already stuffed in #10 envelopes to the CCPA National Office.

Rates

An invoice will be sent to the email provided in the advertising contract with simple instructions on how to complete payment. The invoice will be sent following the publication of your requested advertisement. All prices include taxes.

Non-Member Price: \$1.25/member

Member Price: \$1.00/member

Envelopes, up to 30 grams
