



NATIONAL BOARD FOR
CERTIFIED COUNSELORS™

Special Limited-Time Offer for NBCC-Approved Continuing Education Providers

Dear Continuing Education Provider:

The National Board for Certified Counselors, Inc. and Affiliates (NBCC) has put together a special newsletter advertising package exclusively for approved continuing education providers (ACEPs). We've discounted our rates for advertising in The National Certified Counselor newsletter by 40 percent for 2010. This is your opportunity to reach more than 44,000 National Certified Counselors (NCCs) with information about your counseling-related products, services or continuing education events.

About *The National Certified Counselor* newsletter

- *The National Certified Counselor* is the official newsletter of NBCC and is published three times per year.
- *The National Certified Counselor* is distributed to more than 44,000 NCCs working in a variety of educational and social service settings, such as public and private schools, mental health agencies, private practices, correctional facilities, community agencies and rehabilitation agencies, as well as in the private sector.
- *The National Certified Counselor* is distributed to more than 600 graduate-level university counseling programs that, in turn, make the newsletter accessible to thousands of students.

Each Issue Features:

- News and editorial pertaining to counselor certification and licensure.
- Updates on continuing education opportunities and approved providers to assist certified counselors in meeting recertification requirements.
- Updates on issues and events of interest to members of the counseling community.

Circulation: approximately 45,000 individuals; 1,500 organizations, agencies and universities.

NBCC ADVERTISING POLICIES

for *The National Certified Counselor* newsletter

1. Only advertisements for counseling-related continuing education events, or products and services related to the practice of counseling will be accepted for publication in the newsletter.
2. Advertising is available for one, two or three consecutive issues per contract. A limited amount of advertising space is available for each issue.
3. Publication of an advertisement by NBCC in no way implies NBCC's endorsement of the advertiser's theory, product or service.
4. Contact information for the advertiser must be included in the advertisement.
5. NBCC reserves the right to reject or cancel any advertisement. The content of all ads is subject to NBCC's approval. NBCC will not be liable for any costs for damages if, for any reason, it does not publish an advertisement. Nor will NBCC be liable for any errors in publication.
6. NBCC may refuse any ad that is determined to be misleading or inaccurate.
7. Positioning of advertisements is at the discretion of NBCC.
8. Advertisers are responsible for notifying NBCC of any corrections needed. Failure to provide correct information may result in removal or rejection of an ad.
9. NBCC is not liable for any delays in production or delivery due to any condition beyond NBCC's control.
10. Advertisers assume liability for all content of advertisements and will assume responsibility for any claims that may arise from said content.
11. All fees are subject to change without notice.
12. Advertising fees are not refundable.
13. All advertising order forms, payment and ad copy must be received by the issue deadline date in order to be considered for that issue.
14. An ad that is rejected due to space limitations will be returned to the provider along with all fees and forms. This is the only exception to the NBC advertising fee policy.
15. Time sensitive advertising materials are strongly discouraged since actual newsletter distribution times may require adjustment without notice.

2010 Issue Deadlines and Ad Specifications

for *The National Certified Counselor* newsletter

Deadlines

<u>Issue Date</u>	<u>Contract and Artwork Deadlines</u>	<u>Target Mail Date</u>
Winter 2010	January 22, 2010	March 1, 2010
Spring 2010	May 21, 2010	June 30, 2010
Fall 2010	September 24, 2010	November 1, 2010

Mechanical Requirements

<u>Ad Size</u>	<u>Width</u>	<u>Depth</u>
Half-page horizontal	7"	4-3/4"
Quarter-page vertical	3-1/2"	4-3/4"

- Ad must be submitted in .eps, .pdf, .ai or .jpg format.
- Ad must be in grayscale (black and white).
- All fonts and artwork must be embedded.

How to Place Your Ad

for *The National Certified Counselor* newsletter

- Step 1: Complete the 2010 Advertising Space Reservation Form.
Make sure to indicate the size and number of ads in section 1.
Make sure to indicate initial ad placement in section 2.
- Step 2: Mail the completed form with a copy of the ad and full payment to the address listed on the form.
- Step 3: E-mail the artwork to newsletter@nbcc.org and include your company/organization name in the subject line.

Questions? Call Allison Jones at 336-547-0607 or e-mail newsletter@nbcc.org.

The completed Advertising Space Reservation Form, full payment, a copy of the ad and the electronic artwork must all be received by the issue deadline in order for the ad to be published in the corresponding newsletter.

