



NATIONAL BOARD FOR
CERTIFIED COUNSELORS™

Advertising With The National Board for Certified Counselors, Inc.

Thank you for your interest in advertising in *The National Certified Counselor*. This is your opportunity to reach more than 48,000 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 48,000 NCCs working in a variety of private, community, rehabilitation, and correctional organizations and agencies.
- *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:

The National Certified Counselor is distributed to approximately 48,000 individuals and 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.
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 nonrefundable.
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.

2012 Issue Deadlines and Ad Specifications

for *The National Certified Counselor* newsletter

Deadlines

<u>Issue Date</u>	<u>Contract and Artwork Deadlines</u>	<u>Target Release Date</u>
Winter 2012	January 27, 2012	February 29, 2012
Spring 2012	May 25, 2012	June 29, 2012
Fall 2012	September 21, 2012	October 31, 2012

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.
- Ads should be submitted in actual size without crop or bleed marks and in 72 dpi.

How to Place Your Ad

for *The National Certified Counselor* newsletter

- Step 1: Complete the 2012 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 hard copy of the ad and full payment to the address listed on the form.
- Step 3: E-mail the digital artwork to newsletter@nbcc.org.
Be sure to 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 hard copy of the ad and the digital artwork must all be received by the contract and artwork deadline listed above in order for the ad to be published in the corresponding newsletter.



2012 Advertising Space Reservation Form

for the *National Certified Counselor* newsletter

This form can be completed electronically with Adobe Reader 7 or better, which can be downloaded for free from www.adobe.com. Otherwise, it is important to print all information clearly.

Name of Company or Organization: _____

Contact Person: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

I have read and understand the advertising policies of the National Board for Certified Counselors, Inc.

Signature: _____ Title: _____ Date: _____

1. Ad Size and Duration:

Ad Size	1 time	2 times	3 times
Half-page	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$2,835
Quarter-page	<input type="checkbox"/> \$685	<input type="checkbox"/> \$1,260	<input type="checkbox"/> \$1,735

2. Initial Ad Placement: **Winter 2012** **Spring 2012** **Fall 2012**

3. Ad Payment:

Enclosed is a check or money order—payable to NBCC—in the amount of: _____

Please charge the credit card as listed below in the amount of: _____

Card Type: VISA MasterCard American Express

Name on Card: _____

Acct. #: _____ Exp. Date: _____ / _____

Verification Code Numbers (from back of card): _____

Cardholder Signature: _____ Date: _____

Daytime Telephone: _____ Evening Telephone: _____

Mail this form, a copy of the ad and full payment to:
NBCC Attn: Accounting Dept/Newsletter P.O. Box 7387 Greensboro, NC 27417-0387

FAXED INFORMATION CANNOT BE ACCEPTED.

For NBCC Use Only:			
Ref.#: _____	Batch #: _____	Date: _____	Amount: _____