

## Advertisement Rates and Guidelines 2007

### Website and Email Ad Submissions

	Members	Affiliates	Others
Classified (Rent/Sales)	\$100.00	\$125.00	\$150.00
Career Notices	\$100.00	\$125.00	\$150.00
Event Promotion	\$125.00	\$150.00	\$175.00
Email Blast	\$50.00	\$55.00	\$60.00

#### **Guidelines:**

- Length: up to 200 words. Linking to other document files (such as brochures, registration forms, etc.) is provided in .PDF format.
- Email Blasts: This is a one time email sent to BCPA members.
- Duration: Website Ads will remain posted for 3 months from the posting/invoice date.
- Posting Dates: Ads are posted or emailed within 5 business days of receiving the ad submission.

### Newsletter Ad Submissions

Advertisement Size	Members	Affiliates	Others	Dimensions (width x height)
Business Card	\$150.00	\$175.00	\$200.00	3.5 x 2 in
¼ Page	\$200.00	\$225.00	\$250.00	3.5 x 5 in
½ Page (Horizontal)	\$275.00	\$300.00	\$350.00	7.25 x 5 in
½ Page (Vertical)	\$350.00	\$375.00	\$425.00	3.5 x 10.24 in
1 Full Page	\$500.00	\$525.00	\$575.00	7.25 x 10.25 in
1 Page Insert	\$550.00	\$600.00	\$650.00	8.5 x 11 in

#### **Guidelines:**

- Newsletter Ad submissions include a complimentary 3 month BCPA website listing.
- Ads must be received as a high resolution (min. 300 dpi) black and white .PDF document, accompanied by the original design file.
- All Ads must include a border.
- Deadlines: December 1<sup>st</sup> – March 1<sup>st</sup> – June 1<sup>st</sup> – September 1<sup>st</sup>
- Publication Dates: January 15<sup>th</sup> – April 15<sup>th</sup> – July 15<sup>th</sup> – October 15<sup>th</sup>
- Circulation of the BC Psychologist: Approximately 700

#### **Additional Information:**

- Email all submissions to [bcpa@telus.net](mailto:bcpa@telus.net)
- Payment must be remitted within 30 days of receiving the invoice. Payment can be made by cheque or credit card. Payments must be received in CAD. Add 6% GST to all rates.
- Any advertisements that do not meet our print standards may be redesigned at an additional cost of \$25.00 CAD, which will be reflected on the invoice. If advertisements cannot meet our print standards the BCPA reserves the right to exclude those advertisements from our publication.

**Policy regarding advertisements:** The publication of any notice of events, or advertisement, is neither an endorsement of the advertiser, nor of the products or services advertised. The BCPA 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 BCPA publication or through the BCPA electronic media. The acceptability of an advertisement for publication is based upon legal, social, professional, and ethical considerations. BCPA reserves the right to unilaterally reject, omit or cancel advertising.