

Advertising Policy for BCPA (approved September 23rd 2011)

The acceptability of an ad for publication in BCPA publications or on the BCPA Web site is based upon legal, social, professional, and ethical considerations. In addition, an ad must be in keeping with the generally scholarly and professional nature of the publication. The general policy is stated as follows:

"The publications of the BCPA are published for, and on behalf of, the membership to advance psychology as a science, as a profession, and as a means of promoting human welfare. The association reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of BCPA, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publications. Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher."

Elaboration of the above general policy is contained in the following specific statements about the kind and content of ads that are not acceptable for publication in BCPA periodicals or on the BCPA Web site.

The statements are intended to establish guidelines for BCPA personnel responsible for administering the policy and also for advertisers in submitting ads for publication and Web posting.

- The BCPA undertakes to not discriminate on the basis of age, race, color, religion, gender, sexual orientation, national origin, physical or mental disability, veteran status, marital status, or the numbers and ages of dependent children in its own employment practices and will not knowingly permit its publications and Web site as ad media, to be used by others in support of discriminatory practices.
- Advertisers will be encouraged to use gender-neutral terms in ad text because the use of certain pronouns, i.e., him or her, in ad text could under certain circumstances be taken to imply discrimination (not necessarily job discrimination) on the basis of gender.
- Advertising of educational programs in BCPA publications and on the BCPA Web site will be restricted to those schools or other institutions fully accredited by regional or other institutional accrediting associations recognized by the British Columbia Ministry of Education . In addition, for those areas of professional psychology where APA or CPA accreditation is currently provided (e.g. clinical, counselling, school, combined) BCPA will restrict advertising to only APA and CPA accredited programs. Those programs accredited by either the American Psychological Association or the Canadian Psychological Association must state that they are APA or CPA accredited and include contact information for the APA or CPA Accreditation Office.
- The Association reserves the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical, or professional issues.

- Advertisers must represent their credentials in a manner consistent with relevant legal statute and precedent.
- As a general rule, candidates for the office of BCPA Board of Directors may not be featured (within text or photographs) in advertisements appearing in BCPA publications or on the BCPA Web site during the election period (June through November). Exceptions to this rule include an advertisement for a book authored or edited by a Board candidate or the inclusion of a candidate's name in a department faculty listing. A final determination of the appropriateness of any mention of a BCPA board candidate within an ad will be made by BCPA's executive editors and may include consultation with the BCPA Parliamentarian.
- Advertising of insurance programs in BCPA publications and the BCPA Web site will be limited to only those programs endorsed or sponsored by the BC Psychological Association.
- APA reserves the right to decline advertisements from companies advertising products and services that could be considered competing with the BCPA Member Benefits Program. Examples include, but are not limited to, affinity credit cards, telephone long-distance services, financial programs, car rentals, hotels, and magazine services.

It is the responsibility of private agencies to insure that they are in compliance with provisions of the provincial codes and laws which relate to the title and/or practice of psychologists. Further, the use of the term psychologist by private agencies in recruitment ads implies that such psychologists are engaged in the independent practice of psychology and as such are subject to the guidelines stated in College of Psychologists of British Columbia Codes of Conduct.

BCPA advertising policy is subject to change at any time.

Orders and Copy Regulations

General

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which is not in keeping with the Association's standards and objectives.
2. Advertisers are encouraged to describe products and services in an accurate and complete manner. The Association reserves the right to refuse to accept ads which, because of omissions or inaccuracies, provide misleading information.
3. The publication or posting of any advertisement by the BC Psychological Association (BCPA) is neither an endorsement of the advertiser nor of the products or services advertised. BCPA is not responsible for any claims made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised in a BCPA publication or on the BCPA Web site.
4. Advertiser and advertising agency assume liability for all content (including text representation, illustrations, and photographs) of advertisements printed or posted, and also assume responsibility for any claims arising therefrom made against the publisher.

5. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. The publisher's liability for any error will not exceed the charge for the advertisement in question.
7. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions, or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

Orders

1. The forwarding of an order is construed as an acceptance of all the conditions under which advertising is at the time sold.
2. A contract period starts from the date of first insertion. Orders are accepted for not more than one year in advance.
3. Individual billing at multiple insertion rate is on contract basis only. Rates may be earned by placing that number of ads of the same size (or larger) within one year from first date of insertion.
4. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.
5. The publisher cannot guarantee requests for specified position unless a position premium has been provided for in the contract.
6. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
7. Two or more advertisers are not permitted to use space under the same contract; subsidiaries of parent companies are considered as separate advertisers, unless space is reserved through the same agency.
8. No cash discounts are offered by the publisher.

Order Changes and Cancellations

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment.
2. Cancellation of an order by an advertiser or agency for any reason (other than a rate increase by publisher) will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used.
3. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
4. When change of copy covered by an uncancelled insertion order is not received by the closing date, copy run in the preceding issue will be inserted.
5. If more or fewer insertions are used within one calendar year than specified in the order, charges will be adjusted in accordance with established rates.

Copy

1. The publisher assumes no responsibility for the condition of original advertising copy submitted for publication.
2. Advertising copy should be supplied according to the material specifications for each publication and the Web as outlined in this advertising rate card.
3. All production costs for creating ads by the publisher will be charged to the advertiser.

4. With the exception of coding changes, there will be a minimum charge of \$25 for copy changes, including deletions.

Terms

1. First-time display advertisers will be required to prepay their first advertising insertion pending credit approval.
2. Payment in full for advertising is due 30 days from date of invoice. Failure by an agency to pay within the time limit will result in late payment penalties. The publisher reserves the right to refuse any new order from delinquent agencies or advertisers.
3. The publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.
4. The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising ordered and published.
5. All international advertising must be prepaid.