

# Advertising Information

## Counselling Australia

The Counselling Australia (CA) Journal is a vibrant, peer-reviewed journal operated by Australia's largest peak body for counselling and psychotherapy. It features a wide range of articles, book reviews, editorials and provides readers with a wealth of information. CA has a significant influence on the industry and has grown in readership and subscription base consistently since its inception. CA's target market consists primarily of several key segments; ACA Members, Students; Training Providers/Universities (TAFE, Registered training providers - Vocational & Higher Education Providers, Private & Government training providers) and other Allied Health Professionals that include psychotherapists, psychologists, social workers, nurses, teachers and many other mental health professionals.

ACA's 5000 + members consist of Counsellors/Psychotherapists who work in a broad setting of employment platforms such as private practice, aged care facilities, government agencies, non-government organisations, GP clinics, correctional service facilities and elsewhere. In addition to this, other professionals also subscribe to the journal which includes teachers, nurses, police officers, lecturers, and a range of others. These members and professionals also request professional material in relation to ongoing professional development and information relevant to their counselling specialties, e.g., relationship, grief, trauma, financial, career, gerontology, legal services (particularly family law), etc.

Student members consist of members from all walks of life who are studying a course in counselling for one of three reasons: To become a counsellor, personal development or to gain further skills to enhance a vocation that requires people skills.

Training providers represent a significant portion of the counselling industry in Australia. The Association receives many calls per week from people who want information in relation to counselling courses and what work must be done to become counsellors. The Association has industry members who provide accredited courses as well as contact with traditional learning establishments such as universities.

Finally, the association has regular contact with medical doctors, psychologists, social workers, academics, psychiatrists, researchers and other allied health professionals who advertise products and courses through our journal as well as lecturing at workshops.

National circulation of 2,000+ produced quarterly with an estimated readership base of over 8,000.

**Deadline: The journal is published quarterly in March, June, September and December. All advertising needs to be submitted by no later than the 1<sup>st</sup> of the previous month.**

## E-Zine Newsletter

The E-Zine Newsletter is sent out to over 13,000 email addresses each month. The newsletter is published in 2 parts. Part 1 is published in the beginning of the month and focuses on Ongoing Professional Development (OPD) and further education opportunities, as well as monthly member association & chapter meetings. The OPD section summarizes all ACA-approved OPD with a link to the page 'find an event' on the ACA website. Part 2 is published in the middle of each month and announces the latest ACA news to keep readers up-to-date with strategic developments in the counselling and psychotherapy industry, and much more. If you wish to place an advertisement in the E-Zine, please email your advertisement to Danielle Anderson [danielle@theaca.net.au](mailto:danielle@theaca.net.au) before 25<sup>th</sup> of the previous month. If you have a website, please include a link at the end of your advertisement where readers can click and go directly to your website.

The rate to advertise in the E-Zine Newsletter is **\$300.00 per advert (Inc. GST) or \$750.00 per quarter (3 x months)**. To view a previous copy of our newsletter, you can do so by visiting the following web link: [Ezine Part 1](#) [Ezine Part 2](#)

Requirements for E-Zine Newsletter Advertisements:

- High resolution .jpg file
- 150 mm wide by 60 mm high

**Deadline: All advertising needs to be submitted to [danielle@theaca.net.au](mailto:danielle@theaca.net.au) prior to 25<sup>th</sup> of the previous month.**

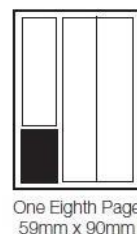
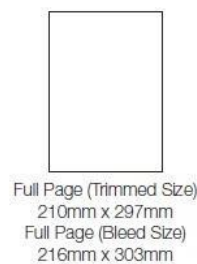
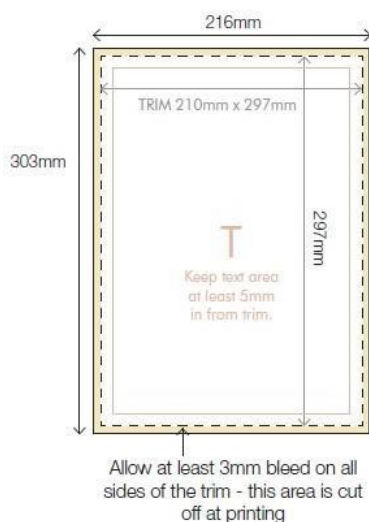
**To place a booking or for more information,  
please contact Danielle Anderson on  
[danielle@theaca.net.au](mailto:danielle@theaca.net.au) or call 1300 784 333**

# Display Rates and Sizes (AUS dollar) per edition (GST included)

Advertising rates are based on artwork being supplied in print-ready PDF, InDesign CS4, TIFF, EPS (**with fonts converted to outlines**) by the advertiser or advertising agency. All full-page ads require at least 3mm bleed on all sides.

**All files submitted should be in CMYK with a minimum resolution of 300 DPI.**

Code	Ad Size	Dimensions	Cost
<b>Journal</b>			
A8	One eighth page	59mm wide x 90mm high	\$250.00
A4H	Quarter page	90mm wide x 125 high	\$295.00
A2H	Half page	185mm wide x 125mm high	\$445.00
AF	Full page	210mm wide x 297mm high	\$590.00
<b>E-Zine Newsletter</b>			
E-zine Ad	One size	150 mm wide x 60 mm	\$300.00



# ACA Advertising Booking Form / Invoice

Please return to the ACA:

**P.O. Box 88  
Grange Qld 4051  
Fax (07) 3356 4709**

Contact: \_\_\_\_\_ Company: \_\_\_\_\_

\_\_\_\_\_ Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## Display Rates and Sizes

Selection	Code	Ad Size	Dimensions	Cost
	A8	One eighth page	59mm wide x 90mm high	\$250.00
	A4H	Quarter page	90mm wide x 125 high	\$295.00
	A2H	Half page	185mm wide x 125mm high	\$445.00
	AF	Full page	210mm wide x 297mm high	\$590.00
	E-zine Ad	One size	150 mm wide x 90 mm high	\$300.00

Please complete the section below for your advertising request:

**Counselling Australia**

Journal Edition: \_\_\_\_\_

Advert Size Code: \_\_\_\_\_

**E-Zine Newsletter Advertisement**

(Please indicate desired month) \_\_\_\_\_

### Payment

Please debit my credit card to the value of \$ \_\_\_\_\_

Credit Card Type: MasterCard / Visa

Credit Card No: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

CVC (3-digit number): \_\_\_\_\_

Cardholders Name: \_\_\_\_\_ Cardholders Signature: \_\_\_\_\_