AUSTRALIAN COUNSELLING ASSOCIATION

MEDIA KIT AND ROOM HIRE

For more information, contact Danielle Anderson
danielle@theaca.net.au | 1300 784 333
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 a large number of 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 5,000+ produced quarterly with an estimated readership base of over 10,000.

Deadline: The journal is published quarterly in March, June, September and December. All advertising needs to be submitted by no later than the 1st of the previous month.
E-Zine Newsletter

The E-Zine Newsletter is sent out to over 20,000 email addresses each month. The ACA E-Zine is launched the first week of every month. If you wish to place an advert in the E-Zine, please email your advert to Danielle Anderson on danielle@theaca.net.au prior to 25th of the previous month. If you have a website, please include a link at the end of your advert where readers can click and go directly to your website.

No images are to be inserted in your advert, only Word Format material. 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; http://www.theaca.net.au/ezine.php.

Requirements for E-Zine Newsletter Advertisements:

- Word Format
- No more than 50 words (including a URL)
- No images
- Font: Arial
- Font Size: 10

Deadline: All advertising needs to be submitted to danielle@theaca.net.au prior to 25th of the previous month.

DL Mailing Inserts

Mailing inserts must be a single pre-printed DL or A5 sheet supplied by advertiser – $1,500 Australia wide or $500 per state.

Deadline: Inserts can be arranged up to the actual publication dates.

To place a booking or for more information, Please contact Danielle Anderson on 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A8</td>
<td>One eighth page</td>
<td>59mm wide x 90mm high</td>
<td>$250.00</td>
</tr>
<tr>
<td>A4H</td>
<td>Quarter page</td>
<td>90mm wide x 125mm high</td>
<td>$295.00</td>
</tr>
<tr>
<td>A2H</td>
<td>Half page</td>
<td>185mm wide x 125mm high</td>
<td>$445.00</td>
</tr>
<tr>
<td>AF</td>
<td>Full page</td>
<td>210mm wide x 297mm high</td>
<td>$590.00</td>
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E-Zine Newsletter

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</thead>
<tbody>
<tr>
<td>E-zine Ad</td>
<td>Word Format</td>
<td>Maximum 150 words</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

Inserts

<table>
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<tr>
<th>Code</th>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per State</td>
<td>DL or A5</td>
<td>99mm wide x 210mm high</td>
<td>$500.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>148mm wide x 210mm high</td>
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</tr>
<tr>
<td>Australia Wide</td>
<td>DL or A5</td>
<td>99mm wide x 210mm high</td>
<td>$1,500.00</td>
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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

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Please complete the section below for your advertising request:

☐ Counselling Australia

Journal Edition: ________________________________ Advert Size Code: ________________________________

☐ E-Zine Newsletter Advertisement

(Please indicate desired month) ________________________________

☐ Mailing Inserts

Selected State: ________________________________ or Australia Wide

Insert Size (circle one): DL / A5

Payment

I enclosed my cheque / money order for $ ________________________________

Please debit my credit card to the value of $ ________________________________

Credit Card Type: MasterCard / Visa / Bankcard

Credit Card No: __ __ __ __ / __ __ __ __ / __ __ __ __ / __ __ __ __ Expiry Date: _______ / _______

Cardholders Name: ___________________________ Cardholders Signature: ________________________________
ACA Room Hire

All room hires must be paid for at the time of booking **not** on the day of hire.

**Training Room:**
Includes: Tables, Chairs, Roof Projector and Sound.
Seating: Up to 20 classroom style
    30-35 Theatre style
    20-21 Square style

All training room hire includes AV hire.

Members: $130 per day | $80 per half day
Members $20 per hour
Non-Members: $165 per day | $130 per half day
Non-Members $30 per hour

**Counselling Room:**
Includes: Desk, 2 Chairs (unless require more) and Couch.
Members: $30 per hour
Non-Members: $40 per hour

**Facilities:**
- Kitchenette
- Bar Fridge
- Filtered Water Cooler
- Capsule Coffee Machine
- Fully Air-Conditioned
- Toilet
- Non-metered Off Street Parking

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