

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 broad settings 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 specialities, 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 before 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.

Images can be inserted in the advert, along with Word Format material. The rate to advertise in the (word only) E-Zine Newsletter is **\$300.00 per advert (Inc. GST) or \$750.00 per quarter (3 x months)**. Image plus word adverts in the E-Zine Newsletter is \$500.00 per advert (Inc. GST) or \$1200.00 per quarter (3x months, Inc. GST). 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 150 words (including a URL)**
- **Images can be used**
- **Font: Arial**
- **Font Size: 10**

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

Image Sizes:

Image width – 500px (564px edge to edge), 72 DPI

Images must be provided by the advertiser, in a format that is acceptable for publication.

For further guidance on “acceptable for publication” please contact the Australian Counselling Association.

ACA Website/Ezine: Logo's and Banners

Training providers may approach ACA to negotiate the placement of their logo and banners onto the ACA website and Ezine. ACA has a non-exclusive policy in this regard. Starting price for a 12-month display of a banner/logo is \$40,000.00 (Inc. GST).

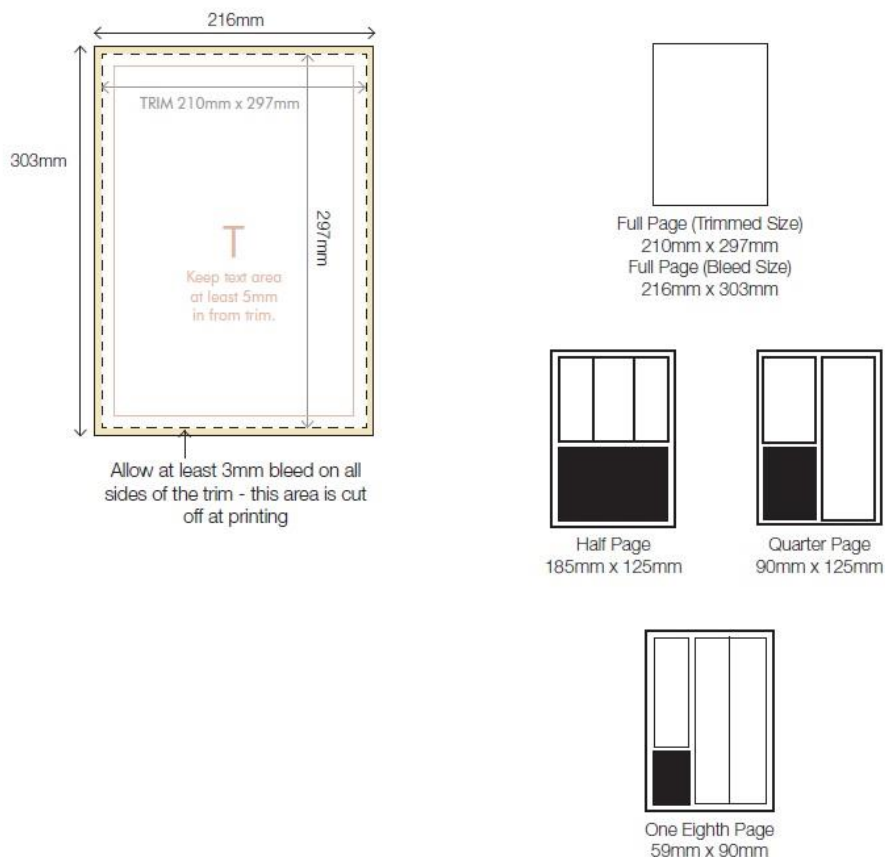
**To place a booking or for more information,
Please contact Danielle Anderson on
danielle@theaca.net.au or call 1300 784 333**

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.

Code	Ad Size	Dimensions	Cost
Journal			
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 Newsletter			
E-zine Ad	Word Format	Maximum 150 words	\$300.00
E-zine Ad with Images	Word Format plus image	As above (Image 500px wide, 72 DPI)	\$500.00



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
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	A2H	Half page	185mm wide x 125mm high	\$445.00
	AF	Full page	210mm wide x 297mm high	\$590.00
	E-zine Ad	Word Format	Maximum 150 words	\$300.00
	E-zine Ad	Word Format plus image	As above (Image 500px wide, 72 DPI)	\$500.00

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

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: _____