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.

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)**. To view a previous copy of our newsletter, you can do so by contacting the Australian Counselling Association on 1300 784 333 or email your request to aca@theaca.net.au

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.

ACA Website: Logo's and Banners

Training providers may approach ACA to negotiate the placement of their logo and banners onto the ACA website. ACA has a non-exclusive policy in this regard. Starting price for a 12-month display of banners/logos 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal</td>
<td></td>
<td></td>
<td></td>
</tr>
<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 125 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>
</tr>
<tr>
<td>E-Zine Newsletter</td>
<td></td>
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<tr>
<td>E-zine Ad</td>
<td>Word Format</td>
<td>Maximum 150 words</td>
<td>$300.00</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: ________________________________

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) ________________________________

**Payment**

Please debit my credit/debit card to the value of $ ________________________________

Credit/Debit Card Type: MasterCard / Visa / Bankcard

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

3 Digit Number __________________

Cardholders Name: ________________________________ Cardholders Signature: ________________________________