

The National Board for Certified Counselors, Inc. and Affiliates accepts advertisements for placement on the NBCC website. NBCC is pleased to offer this exclusive advertising opportunity to NBCC Approved Continuing Education Providers (ACEPs). ACEPs that advertise on the NBCC website have the opportunity to reach large numbers of National Certified Counselors (NCCs) and other mental health professionals about their counseling-related products and services, including continuing education programs.

Approved advertisements will be published on the following NBCC webpages:

- <http://www.nbcc.org/Search/acepdirectory>
- <http://www.nbcc.org/resources/nccs/earnce>

Details about this exclusive advertising opportunity, including the NBCC Website Advertising Policy, advertisement specifications, fees, and submission deadlines are explained below.

## Website Advertising Policy

This policy governs all NBCC website advertising requests received by NBCC ACEPS and explains the requirements for submission and approval of advertisements and related fees.

### A. ELIGIBILITY TO REQUEST AN ACEP ADVERTISEMENT

In order to qualify to request the placement of an ACEP advertisement on the NBCC website, the requesting provider must:

1. Be an ACEP that is not the subject of any current NBCC deficiency or correction matter.
2. Be an ACEP that has no outstanding balance for annual maintenance fees and/or late charges.
3. Agree to satisfy all requirements in the NBCC *Continuing Education Provider Policy* (Provider Policy).

### B. ACEP ADVERTISEMENT REQUESTS AND FEES

In order for NBCC to consider an advertisement request, the ACEP must:

1. Submit to NBCC for review a completed Website Advertisement Request Form (p. 4), along with a digital copy of the proposed advertisement. An incomplete advertisement request will not be processed.
2. Pay the advertisement fees identified in the Website Advertisement Request Form. Fees are subject to change without notice.
3. All fees for advertisements that are approved for publication are non-refundable. If an advertisement is rejected by NBCC based on the content and approval requirements identified in this policy, the ACEP will receive a refund of the paid advertising fees, less a processing charge of 25% of the total fees.

### C. ACEP ADVERTISEMENT CONTENT AND FORMAT REQUIREMENTS

An ACEP may only advertise continuing education programs that are offered through a delivery format for which the ACEP has been approved by NBCC and must otherwise satisfy the requirements identified in the NBCC *Provider Policy*.

All ACEP advertisements published by NBCC must be pre-approved by NBCC and satisfy the following requirements:

1. The advertisement must include: (a) the ACEP's current contact information, including business mailing address, telephone number, and email address and (b) the ACEP number issued by NBCC to the provider. The ACEP may include the ACEP approval statement and ACEP logo, but this is not a requirement.
2. The advertisement must not: (a) include any content that may be potentially harmful to NBCC or a third party; (b) include any content that misrepresents information concerning any product or service; (c) include any content that infringes upon an intellectual property right of NBCC or a third party; or (d) include any content that is inconsistent with the mission and purposes of NBCC.
3. The advertisement must satisfy the following technical specifications:
  - o Size: Advertisements must be submitted in digital form, and in actual size, without crop or bleed marks.
  - o Pixels: The image size must be either: 850 pixels wide by 310 pixels high for a banner-size advertisement; or 410 pixels wide by 310 pixel high for a tile-size advertisement.
  - o Format: The advertisement must be in one of the following file formats: .jpg or .png. All fonts and artwork must be embedded in the advertisement.
  - o Color: The advertisement must be a gray scale or color digital image in RGB color.

## EXAMPLE OF WEBSITE ADVERTISEMENT:



**Tranquility Continuing Education Center**  
*Continuing Education for Professional Counselors*

tel +1.555.555.4567  
fax +1.555.555.9123  
email tcec@tcec.org  
web www.website.com

24 East Main St., Suite 123  
Anywhere, State 12345-6789

 Tranquility Continuing Education Center has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 1234. Programs that do not qualify for NBCC credit are clearly identified. Tranquility Continuing Education Center is solely responsible for all aspects of the programs.

## D. NBCC ADVERTISEMENT APPROVAL

1. The content and format of an ACEP advertisement must be consistent with this policy, subject to NBCC approval. NBCC reserves the exclusive right to reject any advertisement request.
2. In the event that the ACEP status has been suspended or terminated, NBCC reserves the right to remove an approved, published advertisement from the NBCC website.

## E. ACEP ADVERTISEMENT MODIFICATION REQUIREMENTS

Once an advertisement is approved by NBCC, the ACEP may request a modification to the content or format of the advertisement, subject to the requirements of this website advertisement policy. All requested and required modification requests must be submitted to NBCC by the 15th day of the month, in order to be reviewed and approved for publication during the following month.

In order for NBCC to consider a modification advertisement request, the ACEP must:

1. Submit to NBCC for review a complete Website Advertisement Request Modification Form (p. 5), along with a digital copy of the proposed modified advertisement. An incomplete advertisement request will not be processed.

2. Pay the modification to an approved advertisement fee identified in the Website Advertisement Modification Request Form. Fees are subject to change without notice.
3. All fees for advertisements that are approved for publication are non-refundable. If an advertisement is rejected by NBCC based on the content and approval requirements identified in this policy, the ACEP will receive a refund of the paid advertising fees, less a processing charge of 25% of the total fees.

## F. ACEP ADVERTISEMENT PUBLICATION AND RULES

1. Approved advertisements will be published on the NBCC website following NBCC’s approval, unless otherwise requested by the ACEP on the Website Advertisement Request Form.

Following the 1-year advertisement publication period, the ACEP must submit a new Advertisement Request Form, including a copy of the proposed advertisement, and pay the applicable advertisement fees.

2. The positioning of an approved advertisement on the NBCC website is determined solely by NBCC. NBCC reserves the right to change the format of the NBCC website without prior notice.
3. The ACEP assumes full responsibility for all content of the advertisement and will assume all liability for any claims that may arise from, or are otherwise related to, the advertisement or the provider.
4. NBCC will not be liable or otherwise responsible for any costs or damages related to a failure to publish an advertisement, or for any errors in the publication of the advertisement on the NBCC website.
5. NBCC assumes no liability for any malfunction or other failure of the NBCC website, regardless of the reasons for such failure.

## G. NO NBCC ENDORSEMENT OF ADVERTISEMENT/REQUIRED STATEMENT

NBCC does not endorse the content or fitness of the products or services of other organizations, businesses, and individuals, including the content of ACEP advertisements published by NBCC. The following statement will be included under all approved advertisements published on the NBCC website:

*NBCC does not endorse the content or fitness of the products or services of other organizations, businesses, and individuals, including the information provided in this advertisement.*

NBCC will determine the appropriate placement of the statement when positioning approved advertisements on the NBCC website.

## DEADLINES

Complete NBCC website advertisement request form, including payment, must be received by the 15th day of a given month, in order to be reviewed and approved for publication on the NBCC website during the following month. Advertisement requests received after the 15th day of the month will be delayed.

## Instructions for submitting the advertisement request:

Email the completed Website Advertising Request Form (p. 4) and the digital copy of the advertisement to the email address below. **The most efficient way to submit the request form and required materials is by email.** If the attachments exceed 20MB, please send multiple emails.

[continuinged@nbcc.org](mailto:continuinged@nbcc.org)

**OR**

Mail the completed Website Request Form (p. 4) to:

**NBCC**

**Attn: Continuing Education Provider Services Department  
3 Terrace Way  
Greensboro, NC 27403-3660**

A digital copy of the advertisement must be emailed to [continuinged@nbcc.org](mailto:continuinged@nbcc.org).



# Website Advertisement Request Form

The completed Website Advertisement Request Form, full payment, and the digital advertisement must all be received in order to be processed. For your convenience, this is a fillable application. Please download the form to your computer to fill it out.

Name of ACEP: \_\_\_\_\_ ACEP Number: \_\_\_\_\_

ACEP's Website: \_\_\_\_\_ ACEP Administrator: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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

*By submitting this Request Form, the undersigned represents that the identified ACEP accepts, and agrees to be bound by, the terms of the ACEP Website Advertising Policy, the NBCC Continuing Education Provider Policy, and other applicable NBCC policies.*

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Advertisements run for one calendar year.** Desired start month for publication of advertisement: \_\_\_\_\_

## Instructions for submitting payment:

NBCC accepts payment by credit card, and check or money order payable to NBCC in the amount of \$1,000.

### Select a Payment Method:

- I would like NBCC to email instructions to the designated ACEP administrator, at the email address listed above, allowing the applicant to pay by credit card.
- I will mail a check or money order to NBCC for the correct amount.
- I have enclosed a check or money order for the correct amount in the mailed request form.



# Website Advertisement Modification Request Form

The completed Website Advertisement Modification Request Form, full payment, and the digital advertisement must all be received in order to be processed. For your convenience, this is a fillable application. Please download the form to your computer to fill it out.

Name of ACEP: \_\_\_\_\_ ACEP Number: \_\_\_\_\_

ACEP's Website: \_\_\_\_\_ ACEP Administrator: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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

*By submitting this Modification Request Form, the undersigned represents that the identified ACEP accepts, and agrees to be bound by, the terms of the ACEP Website Advertising Policy, the NBCC Continuing Education Provider Policy, and other applicable NBCC policies.*

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Advertisements run for one calendar year.** Approved modifications will be made to the existing advertisement. The advertisement's end date will not be affected by the modification.

## Instructions for submitting payment:

NBCC accepts payment by credit card, and check or money order payable to NBCC in the amount of \$200.

### Select a Payment Method:

- I would like NBCC to email instructions to the designated ACEP administrator, at the email address listed above, allowing the applicant to pay by credit card.
- I will mail a check or money order to NBCC for the correct amount.
- I have enclosed a check or money order for the correct amount in the mailed request form.