



British Association for  
**Counselling & Psychotherapy**

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## **BACP Banner Adverts**

This is an ideal package for the practitioner who wants to create a professional, fast and efficient web presence using BACP online advertising.

### **Standard packages include:**

- Online banner advertising from £26.25 per month
- You choose between 1, 3, 6 or 12 months advertising and we will allocate you a space. You have 4 "frames" to use for your advert each of which can have a different picture/portion of text.
- A click on the advert forwards your potential client to the link you provide us with and you can monitor performance of your advert.

### **Choose from the following options:**

- Appear in the Find a Therapist (UK) search page only
- Appear on the Find a Therapist (International) search page only
- Appear on both search pages (must run concurrently)
- Appear for 1, 3, 6 or 12 months

**These packages offer exceptional value when compared to other major online providers.**

## **TERMS AND CONDITIONS**

The term “advertiser” refers to the party who is booking the online advertising and who is responsible for payment.

The term “publisher” refers to the British Association for Counselling and Psychotherapy (BACP).

1. Advertisements must conform to the BACP Advertising Policy and the British Code of Advertising Practice and must accurately reflect the product and/or service being advertised.
2. Advertisements are subject to the publisher’s approval, which will not be unreasonably withheld; they must also be recognisable as an advertisement and not resemble editorial matter.
3. All claims made in advertisements must be true, accurate and capable of being supported by appropriate evidence and must be made available to the publisher upon request.
4. The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services.
5. Space reserved by an advertiser must be paid in full upon demand where the advertisement is not published due to an act and/or omission by the advertiser.
6. The publisher reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
7. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
8. The publisher will not accept liability for any error on the part of third parties and/or inaccurate copy instructions.
9. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
10. Artwork must be supplied in electronic form in .jpg, .gif, .bmp, .pdf, .eps or .tiff file on CD or by email. Alternatively, you can post camera-ready copy (good quality A4 laser-print). Images and fonts must be supplied separately. Repro work, setting or amendments carry an additional charge of £25.00.

## **PAYMENT POLICIES**

All accounts are set up on a prepay basis. Although BACP reserves the right to change prices of accounts or services at any time all pricing is guaranteed for the period of prepayment.

If membership is terminated then your advertising will be de-activated.

BACP reserves the right to suspend this and other services until any outstanding debt is cleared. BACP will not be responsible for any data lost due to non-payment closure of an account. The Member is responsible for all money owed on the account from the time it was established to the time that the Member sends a written cancellation request.

Reinstatement of an account is at BACP’s discretion. BACP reserves the right to charge a administration fee of £15 per account.

## **CANCELLATION AND REFUNDS**

Fees charged on a prepay basis are non-refundable unless membership is terminated by BACP. Charges will be calculated as above for your termination.

## INDEMNIFICATION

Member agrees that it shall defend, indemnify, save and hold BACP harmless from any and all demands, liabilities, losses, costs and claims, including reasonable legal fees asserted against BACP, its agents, its Members, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by Member, its agents, employees or assigns. Member agrees to defend, indemnify and hold harmless BACP against liabilities arising out of; (1) any injury to person or property caused by any products sold or otherwise distributed in connection with BACP' server; (2) any material supplied by Member infringing or allegedly infringing on the proprietary rights of a third party; (3) copyright infringement and (4) any defective products sold to Member from BACP's server.

## DISCLAIMER

BACP will not be responsible for any damages your business may suffer. BACP makes no warranties of any kind, expressed or implied for services we provide. BACP disclaims any warranty or merchantability or fitness for a particular purpose. The includes loss of data resulting from delays, non-deliveries, wrong delivery, and any and all service interruptions caused by BACP and its employees. BACP reserves the right to revise its policies at any time.

## CONDITIONS OF ENTRY

For entry, **you** need to be a **BACP member** and at least one of the following:

1. BACP Accredited Counsellor, Trainer and/or Supervisor
2. UKRCP Registered Independent Counsellor or Psychotherapist
3. Individual Member of BACP who has completed their core training as a counsellor
4. Member of UKCP National Register of Psychotherapists
5. Member of BCP Register of Psychotherapists
6. Chartered Counselling Psychologist/Chartered Psychologist with counselling training
7. COSCA Accredited Counsellor
8. IACT Accredited Counsellor
9. UKAHP Accredited Counsellor
10. FDAP Accredited Counsellor

*All entrants holding BACP membership but not accredited will need to confirm they are in ongoing supervision.*

***In addition to the above criteria**, BACP requires that all proposed entrants, whose sole right to entry is BACP membership, be in continuous membership for the life of the entry. Entrants, whose membership ceases, for whatever reason, will be withdrawn from the advertising system at the first possible opportunity.*



# Online Advertising Application

Please fill in the form over *(please note without a membership number we cannot process your form)*

## STEP 1:

Name:										
Email address:										
Contact number:										
Membership number:										
Condition of entry from above (circle)	1	2	3	4	5	6	7	8	9	10

## STEP 2: Please choose from the following options: (prices include VAT)

Please circle your chosen option	UK only	International only	Both
1 month online advertising	£36.00	£36.00	£69.00
3 months online advertising	£102.00	£102.00	£184.00
6 months online advertising	£180.00	£180.00	£324.00
12 months online advertising	£315.00	£315.00	£565.00

## STEP 3: Please enter the required text for your 4 frames (these are actual size – 210px high x 150px wide):

### UK banner ad

Frame 1

Frame 2

Frame 3

Frame 4

### International banner ad (if different)

Frame 1

Frame 2

Frame 3

Frame 4

**STEP 4: Do you have a logo/photo that you'd like to incorporate into your ad?**

Yes  No

**Please note there is an additional charge of £25.00 (Inc VAT) for this service**

Additional notes/descriptions/guidelines:

Artwork must be sent in any one of the following formats:

Artwork can be submitted (.jpg, .gif, .bmp, .pdf, .eps or .tiff format) by email to [onlineservices@bacp.co.uk](mailto:onlineservices@bacp.co.uk) or sent on a CD posted to Online Services, ICT Dept, BACP House, 15 St John's Business Park, Lutterworth, Leicestershire LE17 4HB.

***Within 7 working days of receipt we will send you a proof by email of your advert.***

**STEP 5: Where do you want your banner advert to link to?**

Frame No	Link
Frame 1	http://www.
Frame 2	http://www.
Frame 3	http://www.
Frame 4	http://www.

