

Procedure for Web-Advertising with PCA of the ACT & NSW

ABOUT

The PCA ACT & NSW Inc. (PCA) is an independent Member Association of the Australian Counselling Association Inc. Our target market consists primarily of professional members of the association, mental health consumers, mental health professionals, training providers (private and government) and health professionals, students of mental health.

PCA invites advertising as it relates to mental health professionals and their consumers.

ADVERTISING

PCA retains the right to refuse any advertisement if it fails to meet the advertising guidelines. Advertisers do not exert any influence on the editorial content, selection of content or presentation of material in any PCA publication either online or in print.

Guidelines

1. The inclusion of an advertisement does not indicate PCA's endorsement of the product, nor the company advertising the product, nor the service being advertised, unless endorsement is specifically authorised.
2. It is the responsibility of the advertiser to ensure that products and/or services offered are not unsafe or defective.
3. Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and/or services.
4. Advertisers are responsible for ensuring that all claims about goods and services are accurate and true.
5. The PCA will review all advertising material but does not amend any advertisement submitted. All content is to be approved prior to publication.
6. When advertising the price of goods or services, the total cash price, including any GST, any commissions, charges, or postage and handling must be provided.
7. Advertisers must not advertise goods or services at a specified price if they are aware, or should be aware, that they are unable to supply reasonable quantities at that price for a reasonable period.
8. Advertisers must not make false or misleading representations about products and/or services advertised. Misleading behaviour includes any kind of conduct or behaviour in business that could give customers the wrong impression or may potentially breach the Trade Practices Act.
9. Disclaimers should be specific, clear and highly visible.

10. PCA does not review or control the content of third party websites and is not responsible for the accuracy of the information contained, or the views expressed, in those sites. If advertisers supply information to those sites, or access their products and services, they and their patrons do so at their own risk.
11. Advertisers should not accept payment if they know, or should know, that they cannot provide the kind of goods or services promised.
12. Comparative advertising is acceptable as long as it is legal, truthful and does not mislead in anyway.
13. Advertisements will be automatically emailed once to all members.
14. Advertisements will be listed in date sequence alongside one another in the events section of the PCA website.

ARTWORK REQUIREMENTS

1. Files are to be supplied, ready for publication on the website in pdf, .jpg, .png, .giff or any other required formatting.
2. All files are to be clear and legible

ADVERTISING RATES – Charged Quarterly

- All advertisements for up to 3 months on the PCA website \$100.00
- Advertisements in excess of 3 months will be charged a further quarterly rate and per quarter \$100.00

SUBMISSIONS AND PAYMENT

1. Payment must be received and accepted prior to the advertisement being placed on the website.
2. At least 10 working days' notice needs to be provided prior to the advertisement being placed on the PCA website.
3. The required request for advertising form must be completed.
4. The duration of the advertisement needs to be clearly stated on the request for web advertisement form.
5. All advertising submissions and the web advertisement form are to be sent to the PCA Communications Manager – info@pcaonline.com.au

MARKETING AND ADVERTISING DISCLAIMER

From time to time the PCA may facilitate advertising of third party products and services on its website. The PCA does not endorse the products or services advertised on this website and provides no warranty whatsoever as to the quality or appropriateness of those products and services.

The PCA may (through this website) provide links to other sites that may be of interest to its clients and members. While the PCA provide these links in good faith, we do not endorse or in any way guarantee the content or products on the website of any third party and will not be liable for loss or damage suffered as a result of reliance on such information or the use of such products.

The PCA Advertising Policy and Procedure may be revised periodically.