



Psychotherapy & Counselling
Federation of Australia

Advertising Terms and Conditions

PACFA takes advertising in the *PACFA News*, PACFA's magazine *Psychotherapy and Counselling Today*, and on the PACFA website.

All advertising is to be in keeping with the objectives of PACFA:

- To maintain high standards of practice, training and ethics in counselling and psychotherapy;
- To provide the public with comprehensive information on, and accountability for the counselling and psychotherapy profession;
- To promote counselling and psychotherapy to the public, government and other stakeholders and to provide a national body for consultation as needed; and
- To respect the rich diversity of psychotherapy and counselling practice.

Advertising will be accepted at the discretion of the PACFA CEO.

PACFA does not accept any responsibility for, nor does it endorse any advertising material published in the *PACFA News*, PACFA's magazine *Psychotherapy and Counselling Today*, or on the PACFA website. No responsibility will be taken if the publication is delayed.

Advertising with PACFA is subject to the following Terms and Conditions:

1. It is the responsibility of the advertiser to ensure that advertisements comply with the Terms and Conditions.
2. Advertisements are accepted subject to the approval of PACFA. PACFA will refuse an advertisement if we do not consider it suitable.
3. The inclusion of an advertisement in any PACFA publication does not imply endorsement of the service or product, the company advertising the service or product.
4. Advertisements are not taken for Continuing Professional Development (CPD) activities and events unless they have applied for and been endorsed by PACFA under PACFA's CPD Endorsement Scheme.
5. Advertisers are required to pay for advertisements in full at the time of booking advertisements. Receipts for payments are provided by PACFA.
6. Advertising bookings cannot be confirmed until the Booking Form has been received from the advertiser together with confirmation of payment.
7. Please ensure you choose the correct advertising option and related fee as we do not offer refunds. Credit towards future advertising is available in the case of over payment or missed deadlines etc.
8. If there is a delay in a publication for which advertising is booked, the advertiser will be informed of the delay. In this case, the advertiser may elect to run the advertisement on the amended publication date, receive a full refund or a credit note.

9. Cancellation of advertising bookings after the booking deadline will incur a fee of 50% of the advertising fee.
10. Advertisements must be provided in the required format.
 - *PACFA eNews* advertisements must be a maximum of 100 words in length with a logo and an embedded link to a website or a pdf flyer (also to be supplied) that readers can download from the advertisement.
 - *Psychotherapy and Counselling Today* advertisements must be of high resolution (300dpi) PDF prepared to the correct dimensions. See the Advertising Terms & Conditions for full specifications. Non-acceptable file formats include Microsoft Publisher, Word, Pagemaker, Excel, Powerpoint files.
11. Any changes that are required to finished artwork, which have not been supplied in the correct format or sizing, will incur artwork charges. PACFA's charge for this is \$110.00 per hour (inc. GST).
12. Advertisers may request advertisements to be designed by PACFA. PACFA charges \$110 per hour (inc. GST) for this service.
13. Amendments to advertisements before or after the booking deadline will incur a fee of \$25.00 (inc. GST), including changes to advertisements designed by PACFA.
11. When advertising the price of goods or services, the total cash price, including GST, must be provided. The full price, including any commissions, charges, or postage and handling must be shown.
12. Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and must be able to substantiate any claims made.
13. It is the responsibility of the advertiser to ensure that they do not offer products and/or services that are unsafe or defective.
14. Advertisers are responsible for ensuring that all claims about goods and services are accurate. Advertisers must not make false or misleading representations about the products and/or services being advertised and are not to claim that goods and/or services have any special sponsorship or affiliation that they do not have.
15. Advertisers should not advertise goods or services at a specified price if they are aware, or should be aware, that they cannot supply reasonable quantities at that price for a reasonable period.
16. Disclaimers should be specific, clear and highly visible. When the disclosure of qualifying information is necessary to prevent an advertisement from being deceptive, the information should be clear and conspicuous so that consumers are fully informed.
17. Where an advertisement contains links to third party websites, PACFA does not review or control the content and is not responsible for the accuracy of the information or views on those websites. Advertisers that supply information to those sites, or that access third party products and services, do so at their own risk.
18. Advertisers do not exert any influence on the editorial content, selection of content or presentation of material in any PACFA publications.

These Advertising Terms and Conditions may be amended by PACFA periodically.