



Psychotherapy & Counselling
Federation of Australia

PACFA Advertising Opportunities and Booking Form 2020

This is an interactive PDF; only typed applications will be accepted.

CONTACT DETAILS		
Applicant's name:		
Payor's name:		
Company/Organisation:		ABN:
Phone:	Email:	
Address:		
Suburb:	State:	Postcode:

Please complete the section below for your advertisement request:

eNews Advertisement

Magazine Advertising – *Psychotherapy and Counselling Today*

PAYMENT BY BANK DEPOSIT	(PAYMENT REQUIRED PRIOR TO PUBLICATION)
BANK: ANZ Carlton North Branch Account Name: PACFA BSB: 013-259 Account No: 4919-78993 Reference: <i>"Payor's name" and "advertising"</i>	* We do not issue invoices or accept credit card payments. * To ensure the booking is processed please send a payment remittance.

TERMS AND CONDITIONS	
I agree to the Advertising Terms & Conditions	
Signature:	Date:

TO PLACE A BOOKING OR FOR MORE INFORMATION, PLEASE
CONTACT ENEWS@PACFA.ORG.AU



Psychotherapy & Counselling
Federation of Australia

Advertisements in PACFA's monthly eNews and professional magazine, **Psychotherapy and Counselling Today**, are taken for services and products relevant to counselling and psychotherapy.

CPD Events must apply for event endorsement in order to advertise in the **Psychotherapy and Counselling Today**, download and complete the Application for CPD Event Endorsement.

For details see the [Advertising Terms & Conditions](#).

PACFA eNews Advertising

Requirements for eNews Advertisements:

- No more than 100 words (including a URL)
- Logo

Deadline: All advertising needs to be submitted by the 15th of the distribution month.

RATES – Tick one		*Prices include GST		
Number	3 months	6 months	9 months	Yearly
1 advertisement	\$150	\$250	\$350	\$400
2 advertisements	\$220	\$320	\$420	\$470
3 advertisements	\$290	\$390	\$490	\$540
4 advertisements	\$360	\$460	\$560	\$610
5 advertisements	\$430	\$530	\$630	\$680
Package: 6 advertisements	\$450	\$550	\$650	\$700

ENEW ADVERTISEMENT COPY (maximum of 100 words - including a URL)

ADVERTISING PERIOD - Tick advertising period										
Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Magazine Advertising – *Psychotherapy and Counselling Today*

Advertising deadline for 2020

The deadline for advertising copy and payments is the 30th of June 2020 for publication in September 2020.

Artwork requirements

- PACFA will only accept final art that is supplied as print-ready PDF, InDesign CS4, (with fonts converted to outlines) by the advertiser. All full-page adverts require at least 3mm bleed on all sides and crop marks.
- Minimum of 10mm margins are recommended for full page ads.
- All files submitted should be in CMYK with a minimum resolution of 300 DPI.

RATES		2 - ISSUE package DISCOUNT	
		Single issue Price	Price per issue
Full page (inside covers)	Full Colour	\$900	\$800
Full page (back cover)	Full Colour	\$1000	\$900
Full page (internal)	Black & White	\$675	\$600
Half page (horizontal)	Black & White	\$450	\$400
Quarter page (vertical)	Black & White	\$300	\$250
Quarter page (horizontal)	Black & White	\$300	\$250

*** All prices include GST**

