



BRITISH
COLUMBIA
PSYCHOLOGICAL
ASSOCIATION

General Advertising Agreement form

Please complete this form and sign the last page of the agreement, then fax, mail, or e-mail all pages of this agreement to BCPA. Agreements must be reviewed and accepted by a BCPA staff member before coming into effect.

Between the Advertiser (please print)

And

Name:

British Columbia Psychological Association

Company:

402 - 1177 West Broadway

Address:

Vancouver, BC V6H 1G3 Canada

Phone: 604-730-0501 | Fax: 604-730-0502

Phone:

E-mail: communications@psychologists.bc.ca

E-mail:

Web: www.psychologists.bc.ca

Design/graphic work required (please print)

REQUIRED: posting dates for your ads (please print)

By signing below, the Advertiser hereby understands and agrees to the following terms:

- ✓ **The Advertiser agrees to pay the advertising fees for all services requested plus 5% GST, and a design/graphic fee plus 5% GST if design services have been requested.**
- ✓ **The Advertiser agrees to submit the advertisement materials (by e-mail) before the publication deadlines as outlined in the advertisement rate card.**
- ✓ **The Advertiser is responsible for submitting payment within 30 days of receipt of the invoice, or otherwise before advertising begins. If the Advertiser has not previously advertised with BCPA, the Advertiser agrees to submit payment in full before advertising begins.**
- ✓ **The Advertiser agrees to the BCPA Advertising Terms & Conditions and to the BCPA Advertising Policy, which can be found at www.psychologists.bc.ca > About > Advertise with BCPA.**

Advertiser's Signature

Advertiser's Full Name (please print)

Date

BCPA Advertising Policy

The publication of any notice of events, or advertisement, is neither an endorsement of the advertiser, nor of the products or services advertised. The BCPA is not responsible for any claim(s) made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement, the fact that a product or service had been advertised in a BCPA publication or through the BCPA electronic media. The acceptability of an advertisement for publication is based upon legal, social, professional, and ethical considerations. BCPA reserves the right to unilaterally reject, omit or cancel advertising.

BC Psychologist

A complimentary one-month website listing is included in all print advertising bookings.

Publication Dates: January 15 / April 15 / July 15 / October 15

Submission Deadlines: December 1 / March 1 / June 1 / September 1

Summer Edition Price*

Our Summer issue goes to ALL 1100 PSYCHOLOGISTS in BC not just our 700 members. **50% more circulation for only 15% more! Indicated in RED.**

<p>BUSINESS CARD</p> <p>width 4.25" height 2.875" (0.25" bleed)</p>	<p>1/4 PAGE</p> <p>width 4.25" height 5.75" (0.25" bleed)</p>	<p>1/2 PAGE VERTICAL</p> <p>width 4.25" height 11.5" (0.25" bleed)</p>	<p>FULL PAGE / COVERS width 8.5" / height 11.5" (with 0.25" bleed all around)</p> <p>B&W (INSIDE)</p> <p><input type="checkbox"/> 1X \$575 \$662</p> <p><input type="checkbox"/> 2X \$1,036 \$1,912</p> <p><input type="checkbox"/> 4X \$1,956 \$2,249</p> <p>COLOUR</p> <p>inside back cover</p> <p><input type="checkbox"/> 1X \$742 \$844</p> <p><input type="checkbox"/> 2X \$1,338 \$1,520</p> <p><input type="checkbox"/> 4X \$2,526 \$2,870</p> <p>inside front cover</p> <p><input type="checkbox"/> 1X \$754 \$856</p> <p><input type="checkbox"/> 2X \$1,588 \$1,805</p> <p><input type="checkbox"/> 4X \$2,412 \$2,740</p> <p>outside back cover</p> <p><input type="checkbox"/> 1X \$765 \$868</p> <p><input type="checkbox"/> 2X \$1,377 \$1,565</p> <p><input type="checkbox"/> 4X \$2,600 \$2,955</p>
<p>B&W (INSIDE)</p> <p><input type="checkbox"/> 1X \$200 \$230</p> <p><input type="checkbox"/> 2X \$360 \$414</p> <p><input type="checkbox"/> 4X \$680 \$782</p>	<p>B&W (INSIDE)</p> <p><input type="checkbox"/> 1X \$250 \$287</p> <p><input type="checkbox"/> 2X \$450 \$518</p> <p><input type="checkbox"/> 4X \$852 \$979</p>	<p>B&W (INSIDE)</p> <p><input type="checkbox"/> 1X \$350 \$402</p> <p><input type="checkbox"/> 2X \$630 \$725</p> <p><input type="checkbox"/> 4X \$1,192 \$1,370</p>	
<p>1/2 PAGE HORIZONTAL</p> <p>width 8.5" / height 5.75" (0.25" bleed)</p> <p>B&W (INSIDE)</p> <p><input type="checkbox"/> 1X \$425 \$489</p> <p><input type="checkbox"/> 2X \$766 \$880</p> <p><input type="checkbox"/> 4X \$1,444 \$1,660</p> <p>COLOUR (INSIDE)</p> <p><input type="checkbox"/> 1X \$495 \$562</p> <p><input type="checkbox"/> 2X \$891 \$1,013</p> <p><input type="checkbox"/> 4X \$1,685 \$1,915</p>		<p>COLOUR (INSIDE)</p> <p><input type="checkbox"/> 1X \$412 \$469</p> <p><input type="checkbox"/> 2X \$744 \$845</p> <p><input type="checkbox"/> 4X \$1,404 \$1,595</p> <p>INSERT</p> <p><input type="checkbox"/> 1X \$750 \$862</p> <p><input type="checkbox"/> 2X \$1,350 \$1,485</p> <p><input type="checkbox"/> 4X \$2,552 \$2,935</p>	

E-mail & Web Advertising

Submission Requirements	1x	3x	5x
<ul style="list-style-type: none"> • 200 word Maximum • Include a headline • word doc or pdf 	<p>Web Classifieds (30 day posting) <input type="checkbox"/> \$175</p> <p>E-mail Announcement (sent out every Friday) <input type="checkbox"/> \$100</p>	<p><input type="checkbox"/> \$474</p> <p><input type="checkbox"/> \$270</p>	<p><input type="checkbox"/> \$745</p> <p><input type="checkbox"/> \$425</p>

Repeat ads must be booked all at once to receive volume discounts.

Terms & Conditions

I. GENERAL

All BCPA advertising is subject to the BC Psychologist's Editor-in-Chief's or the BCPA Executive Director's approval. Placement of ads will be at BCPA's discretion, although the Advertiser's preference will be met whenever possible.

II. LIABILITY

Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. BCPA is not responsible for any claims made in an advertisement.

The Advertiser assumes liability for all ad content including text preparation, content and illustrations. It is understood that the Advertiser will indemnify and hold BCPA and its employee harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.

BCPA will not be bound by any term(s) or condition(s) that an Advertiser includes on order forms or invoices unless BCPA previously agreed in writing to such term(s) or condition(s).

Any Advertiser claims for errors will be examined on a case-by-case basis with discounts offered for the advertisement in question or on the Advertiser's next order, provided that it is determined that BCPA made the error and that the Advertiser can show that such error significantly affected advertising results.

BCPA reserves the right to unilaterally reject or cancel advertising for any reason at any time, as described in the BCPA Advertising Policy. The Policy is available in the rate card and online, and can also be requested by mail, fax, and e-mail.

III. PLACEMENT OF ORDERS

Completion of this agreement constitutes an acceptance of all the rates and conditions under which advertising is sold at the time the agreement is signed.

To qualify for a multiple advertising discount, advertising must be placed on a contract basis. A contract starts on the date a BCPA staff member acknowledges the receipt and acceptance of a completed agreement form.

If a new copy for contract ads is not received by the submission deadline, the standing copy will be used.

No cancellations will be accepted after submission deadlines. Advertisers who fail to notify BCPA of cancellation prior to the deadline will be required to pay the full price of the ad. Cover advertising orders may not be cancelled.

Current rates, dimensions, deadlines, and so forth are published in the BCPA rate card. Current rate cards can be requested by e-mail, mail, or phone.

Advertising orders will not be accepted by phone. Verbal contract will not be accepted. All advertising requests must be received in writing by e-mail, fax or mail. An ad will be considered to be booked only once BCPA has received and signed a fully completed advertising agreement.

IV. COPY & DESIGN

Advertisements that resemble the format and layout of the BC Psychologist will not be accepted without the label "Advertisement." Additionally, BCPA reserves the right to add its own specific disclaimer to any ad.

Prices do not include costs of preparation of advertisements for print or web. Typesetting, camera work, copy changes, and design will be billed separately. Design charges are 20% of the ad price for the first 4 hours, and \$25 plus HST thereafter.

V. INSERTS

A sample copy of all inserts must be submitted to BCPA for approval at least 30 days prior to the submission deadline for the BC Psychologist immediately preceding the publication date agreed upon in this agreement.

VI. TERMS

The terms for all advertising charges are net 30 days, unless agreed otherwise in writing. Discounts rely upon continued prompt payment and fulfillment of contractual agreements. BCPA maintains the right to pull advertising if an ad payment is past-due.

New Advertisers: full payment in Canadian dollars must be received before we post, e-mail or place your ad. A cheque, VISA or MasterCard payment must accompany the first advertisement. After the first advertisement is paid in full, payment for all subsequent advertising contracts is due within 30 days of receipt of the invoice.

VII. CONTRACT RESPONSIBILITY

Advertisers assume full responsibility to mail, fax, or e-mail copy changes to BCPA by the advertising deadline, and they assume full responsibility to pay for all booked advertising. If new copy has not been received by the deadline, the Advertiser's previous ad will be repeated. An invoice will be mailed, faxed or e-mailed to the contact person on file. If time is at a premium, BCPA will use its best judgement as to the accuracy of the ad copy based upon information furnished by the Advertiser. BCPA will not be held responsible for errors.

VIII. CONTRACT RENEWALS

Contracts will not be automatically renewed. Advertising will be billed from the most current rate card. Rate increases will not be applied until the following contract. BCPA will attempt to notify the Advertisers whenever rates change.

IX. CONTRACT CANCELLATIONS

A contract may be canceled by the Advertiser in writing 60 days prior to the next scheduled ad placement, with the exception of BC Psychologist cover advertising orders. If a contract is canceled before its completion, cancellation is subject to repayment of any charges previously waived or discounted for any reason, such as discounts for multiple ads. Discounts and waived charges will be added to and due within 30 days of receipt of final statement.

X. SERVICE CHARGES

A service charge of 2% per month (24% per year) will be added to all accounts 30 days past due.

XI. COLLECTION OF BAD DEBTS

BCPA reserves the right to hold the Advertiser and its advertising agency jointly and severally liable for payment due. If it becomes necessary to turn an account over to attorneys or a collection agency for payment, the Advertiser and its advertising agency will be responsible for paying interest and any fees that result from the collection action.