**Australian Psychologists and Counsellors in Schools**

**Advertising Policy**

December 2018

Australian Psychologists and Counsellors in Schools (APACS) is the peak professional association that provides leadership and support to its members in educational guidance and counselling. APACS has over one thousand members across Australia who work in school settings as school psychologists, guidance officers and school counsellors.

APACS electronic newsletter is distributed quarterly to members and contains updates on latest news and issues, upcoming professional development and resources that are of use to its members.

The Journal of Psychologists and Counsellors in Schools (formerly The Australian Journal of Guidance and Counselling) is published bi-annually, and presents articles of relevance to all areas of guidance and counselling.

**Terms and Conditions of advertising with APACS:**

APACS reserves the right to edit the advertisement for style, language and content or decline to publish the advertisement if it does not comply with the Associations’ Ethics, Vision, Mission, Values or Goals.

The advertiser must supply all artwork, text and layout for the advertisement.  APACS will make every reasonable effort to publish the advertisement in accordance with the advertiser’s requirements, but will not be held liable for any loss or damage incurred by the advertiser as a result of any failure to do so or delay in the distribution to members.

APACS, its executive and members will not be liable or responsible for any claims, demands, or causes of action for any reason, resulting from the advertisement in either the newsletter or the journal.

The advertisement must not make claims that cannot be supported by empirical research, that are inaccurate or misleading, or that reflect negatively on the Association.  The following wording will be placed before the advertisement:

*APACS has not endorsed the product/program in this paid advertisement*

**Advertise in the APACS electronic newsletter**

$200 per issue

The suggested format for a newsletter advertisement is photo or logo, heading, brief information about the program or product and a link to further information (document) or website.

**Advertise in the APACS electronic newsletter and the Journal of Psychologists and Counsellors in Schools**

$250 for a half page in the journal (2 issues per year) or $500 for a full page ad in the journal

Advertisements can be in the following formats: PDF; JPGS; or Word documents.

Affiliated associations, not for profit organisations and government agencies offering professional development or resources that are relevant to our members may request to advertise in the APACS newsletter at no cost. This decision is at the discretion of the executive and/or newsletter or journal editor.