



ADVERTISING WITH ACC



ABOUT

The Association of Christian Counsellors (ACC) is a UK charity that provides membership services for trainee and qualified counsellors and psychotherapists who are Christian. It holds an accredited register under the Professional Standards Authority. ACC supports and equips people involved in professional counselling and supervision, training and management of counselling services. Through Pastoral Care UK (PCUK), ACC also has a membership listing and provides services to people and organisations who are active in the ministry of pastoral care. ACC has a particular interest in the intersection of psychological and religious insights into mental and spiritual health and wellbeing.

ACC has a website, social media presence, a network of individual and organisational members, and a quarterly professional journal *accord*.

CONTACT

For all advertising requests and queries please contact office@acc-uk.org.



ADVERTISING STANDARDS

All advertising requests submitted to ACC must conform to the codes and guidance set out by the UK's Advertising Standards Authority. In summary adverts should not be misleading in any way, and should not infringe on another's copywrite.

The advertiser retains responsibility for acting within the law when advertising through ACC.

PRO BONO ADVERTISING

Organisational and individual members of ACC/PCUK have some advertising services included as a benefit of their membership package.

ACC are willing to notify our members from time to time of events or resources from our partner organisations on a pro bono basis that fit within our ministry context.

At ACC's sole discretion we may choose to send notifications of events, resources or services by those in similar professionals or church ministry areas, especially where these include a discount or other direct benefit for ACC/PCUK members.

ADVERTISING RATES

WEBSITE AND EMAIL



ACC welcome paid advertising that is relevant to our membership and is in keeping with our professional Christian ethos and ministry area.

Payment needs to be made in advance of publication for advertising on the ACC website, through our email, or in *accord* journal.

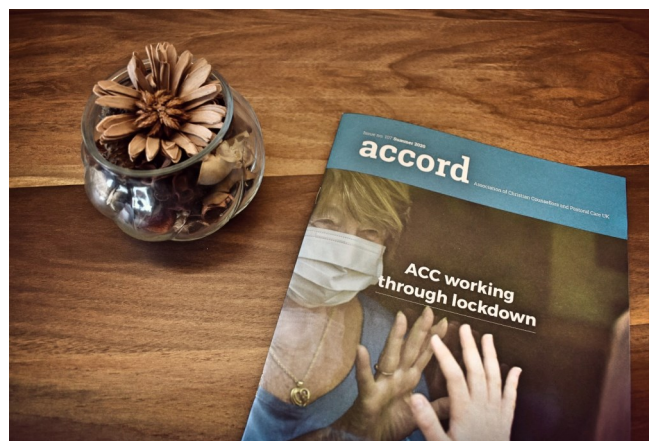
	Normal Rate	Individual ACC/PCUK Members	Affiliated ACC/PCUK Organisations
Directory Service (‘Find a Counsellor’ on website)	N/A	Free for ACC members	Free for ACC affiliates
Recruitment Advert (website* and email)	£110 +VAT	N/A	Free
CPD Event (website* only)	£110 +VAT	£45 + VAT	Free for up to five events per annum
Certificate Course** (website only)	£500 + VAT	N/A	Free
Diploma Course** (website only)	£1,500 + VAT	N/A	Free
<i>accord</i>	See next page	See next page	Free in ‘In Touch’ section (see last page for details)

* Adverts will remain on the website until the closing date or the date of the event, or for two months, whichever is sooner.

** Certificate and diploma courses need to be line with ACC’s training standards and include the integration of faith and counselling from a Christian worldview perspective. Adverts will remain on the website until the courses commence.

ADVERTISING RATES

ACCORD JOURNAL



The quarterly *accord* journal goes to ACC/PCUK members including affiliated organisations, and others working in related fields. It is available in full online to members and partners.

The price and size of adverts (all in full colour) are set out below. Discounts are available for block bookings of two editions or more: two editions 5%, three editions 10%, four or more editions 20%.

VAT at 20% needs to be added to the prices below and will be charged unless a Charity Exemption Certificate can be supplied.

All adverts need to be submitted as pdf or jpg formats.

Size	Normal Rate	Affiliated ACC/PUCK Organisations (saving 25%)
Full inside page	£595	£445
Full back page	£815	£610
1/6 of a page, e.g. 1 column wide by 1/2 page deep	£135	£100
1/3 of a page, e.g. 2 columns wide by 1/2 page deep	£240	£180
1/3 of a page, e.g. 1 column wide by full page deep	£240	£180
One half page, e.g. 3 columns wide by 1/2 page deep	£350	£265
2/3 of a page e.g. 2 columns wide by full page deep	£455	£340

Size	Width (mm)	Depth (mm)
Full inside page (allow 3mm bleed all round)	210	265
1/6 of a page e.g. 1 column wide by 1/2 page deep	56	112
1/3 of a page e.g. 2 columns wide by 1/2 page deep	119	112
1 column wide by full page deep	56	228
One half page, e.g. 3 columns wide by 1/2 page deep	183	112
'In Touch' small advert	56	112

ADVERTISING RATES

ACCORD JOURNAL

Free adverts for affiliates in 'In Touch' section of *accord*

ACC/PCUK affiliated organisations can advertise their service or vacancies in the 'In Touch' section of *accord* for free. The advert would appear as 1/6 of a page. These adverts are accepted on a first come first served basis.

- ◇ Your advert and logo must fit into a 56mm by 112mm column.
- ◇ Adverts that are too big to fit into 56mm by 112mm column size will not be published in 'In Touch' but can be paid for as an advertisement elsewhere in the journal (see the previous page for details).
- ◇ It has to be less than 100 words.
- ◇ We only accept bookings for the next issue of *accord*.



To facilitate the provision, by Christians, of quality counselling, psychotherapy and pastoral care

Association of Christian Counsellors UK

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