

ACC and PCUK advertising media pack 2020

Association of Christian Counsellors (ACC) is an incorporated UK charity, limited by guarantee. It was founded in 1992, after extensive discussion with Christian counselling organisations and individual counsellors, about the growing need for a nationwide organisation to:

- represent and support Christian counsellors throughout the UK
- pursue excellence in all aspects of Christian-based counselling
- develop training in pastoral care in response to growing interest in pastoral counselling both within and beyond Church communities

ACC is the only Christian UK-wide counselling organisation holding an Accredited Register with the Professional Standards Authority. ACC's mission is **to facilitate the provision by Christians of quality counselling and pastoral care**; it defines Christian counselling as those activities which *"...seek to help people towards constructive change and growth in any or every aspect of their lives, through a caring relationship and within agreed relational boundaries, carried out by a counsellor who holds a Christian worldview"*.

Today ACC represents, supports and speaks for around 1,500 members and 100 affiliated organisations. These include counselling students, counselling practitioners, counselling supervisors and pastoral care members. Our affiliated organisations include counselling agencies, training agencies, para church organisations and churches.

Pastoral Care UK (PCUK) was launched as part of ACC in 2013 to focus on supporting individuals, churches and organisations to deliver and understand pastoral care. It offers membership and a range of pastoral care training courses.

Our affiliate members alone deliver some 150,000 client counselling sessions each year, touching the lives of distressed men, women and children of all ages and backgrounds.

Accord magazine

Accord is published quarterly and is slightly under A4 format full colour magazine. It is circulated to all members and affiliated organisations. Current circulation is around 2,500 copies.

We welcome written articles for inclusion in our magazine. If you wish to contribute, a copy of our guidelines is available on request.

Advertising deadlines

Accord edition	Articles Deadline	Advertising copy deadline	Publication Date
Spring 2020	3 February 2020	10 February 2020	30 March 2020
Summer 2020	5 May 2020	12 May 2020	29 June 2020
Autumn 2020	5 August 2020	12 August 2020	30 September 2020
Winter 2020	4 November 2020	11 November 2020	30 December 2020

Copyright

Please ensure that you have the copyright of any photos or images you send us because we cannot do that for you, particularly if they are from the internet. Just because an image is available on the internet doesn't mean it can be reproduced and circulated. If you forward any images or work containing images to ACC or Accord, you are agreeing to take full responsibility for copyright. The penalties for copyright infringement are significant.

Accord magazine advertising rates 2020

Discounts are available for block bookings of two editions or more: 2 editions 5%, 3 editions 10%, 4 or more editions 20%

The size of your advertisement is based on a page that is slightly shorter than A4 page. All advertisements are in full colour. VAT at 20% needs to be added to the prices below and will be charged unless a Charity Exemption Certificate has been supplied. Please see the note below about copyright.

Size	Normal rate	Affiliated Organisation (saving 25%)
Full Inside Page	£595	£445
Full Back Page	£815	£610
One Sixth of a page e.g. 1 Col wide by ½ page deep	£135	£100
One Third of a page e.g. 2 Cols wide by ½ page deep	£240	£180
One Third of a page e.g. 1 Col wide by full page deep	£240	£180
One Half Page e.g. 3 cols wide by ½ page deep	£350	£265
Two Thirds of a Page e.g. 2 Cols wide by full page deep	£455	£340

Size	Width (mm)	Depth (mm)
Full Inside Page (allow 3mm bleed all round)	210	265
One Sixth of a page e.g. 1 Col wide by ½ page deep	56	112
One Third of a page e.g. 2 Cols wide by ½ page deep	119	112
1 Col wide by full page deep	56	228
One Half Page e.g. 3 cols wide by ½ page deep	183	112
In Touch small ads	56	112

Free adverts for affiliates: 'In Touch' section of *Accord*

ACC Affiliate organisations, with up to date affiliate membership, can advertise their service or vacancies in the "In Touch" section of **Accord** for free. The advert would appear as 1/6th of a page.

If you wish to have an advert in the "In Touch" section, please send your advert to: Office@acc-uk.org approximately one month before the press date (see Deadlines on page 1).

- Your advert and logo must fit into a 5.6cm by 11.2cm column.
- Adverts that are too big to fit into 5.6cm by 11.2cm column size will not be published in "In Touch" but can be paid for as an advertisement elsewhere in the magazine.
- Less than 100 words.
- Please ensure you edit your draft before sending. Unfortunately, we can't do that for you.
- We only accept bookings for next issue of Accord only
- These adverts are accepted on a first come first served basis.
- Please see the section above about copyright – this is the advertiser's responsibility.

Please send your advert in the following formats:

- If you generate your advert in Microsoft Word or Microsoft Publisher, supply a jpg or pdf file.

- If the logo is sent separately from the text, it should be in one of the following formats: jpg, pdf, png, eps, ai or gif
- If your advert is a complete repeat from a previous edition, you need only to supply the page number and name of the edition.

Digital advertising policy

Introduction

- In response to requests from non-members who wish to advertise vacancies, courses and events etc, the Association of Christian Counsellors has decided to take paid advertising from non-members provided it is relevant to the aims and principles of ACC and PCUK. A similar service will be open to ACC and PCUK members, who will receive a discount. Please see the section above about copyright – this is the advertiser’s responsibility.
- Payment needs to be made in advance of publication for advertising on the ACC website.

Pricing to organisations or individuals that are not affiliated to ACC / PCUK

One-off adverts, such as for recruitment or to publicise an event cost £110 + VAT to remain on the website until the closing date (or three months, whichever is sooner).

Continuing adverts cost £110 + VAT per quarter year or £320 + VAT for the whole year.

Pricing to individual ACC or PCUK members

One-off adverts, such as for recruitment or to publicise an event cost £45 + VAT to remain on the website until the closing date (or three months, whichever is sooner).

Continuing adverts cost £45 + VAT per quarter year or £130 + VAT for the whole year.

Free advertising to affiliate organisations

To organisations affiliated to ACC / PCUK, one-off adverts, such as for recruitment or to publicise an event are free. They will remain on the website until the closing date (or three months, whichever is sooner).

Find A Counsellor

Members and affiliated organisations currently receive free advertising through the website's Find A Counsellor facility.

Email advertising policy

We do not email third party events to members unless there is an ACC/PCUK involvement.

Updated 29 January 2020