



BC-ABA ADVERTISING GUIDELINES

The British Columbia Association for Behaviour Analysis (BC-ABA) provides advertising for workshops, conferences, and employment that is directly related to the field of Applied Behaviour Analysis.

Advertising is comprised of posting your event to our Facebook Group and sending your event by email to the BC-ABA Membership.

Content:

BC-ABA will accept advertisements for workshops and conferences that are directly related to the field of applied behaviour analysis and are eligible for Continuing Education Credits (CEUs) with the BACB.

BC-ABA will accept advertisements for professional career postings that are directly related to the field of applied behaviour analysis only. These are typically positions that require Master's degree in a related field and Board Certified Behaviour Analyst (BCBA) certification. BC-ABA does not provide advertising for paraprofessionals such as Behaviour Interventionists.

Approval:

The BC-ABA Executive Board reserves the right to review and approve or not approve advertisements for broadcast emailing to BC-ABA members based on content.

In order to minimize the volume of advertisements sent to our membership at any one time, the BC-ABA Board may condense your advertisement into a digest email along with others or may postpone the timing of your advertisement.

Costs:

Workshops, Conferences, or other educational events that are eligible for Continuing Education Credits (CEUs) with the BACB can be advertised with us at no cost.

Employment opportunity advertisements broadcasted to the BC-ABA membership are at a cost of \$15 CAN per advertisement for BC-ABA members, and \$30 CAN per advertisement for non-members.

Payments:

All advertising must be paid in full prior to our distribution. A refund will be provided if for any reason your advertisement is not approved by the Board.

For your convenience, payments can be made by:

Interac etransfer to treasurer@bc-aba.org

Through our website: www.bc-aba.org

Cheques are payable to BC-ABA and can be mailed to:

PO Box 73113 Evergreen PRO
Surrey, BC, V3R 0J2

How to advertise with us:

Please send your request for advertising directly to BC-ABA at public_relations@bc-aba.org

All poster style advertisements must be sent as attachments in high resolution .jpeg format. Full text advertisements must be sent as Word (DOC) format or rich text file.

Please indicate how you wish to advertise with us – either broadcast email or a post to our Facebook Group, or both.

Broadcast email advertisements are sent once only those members who have indicated they wish to receive such emails.

Broadcast advertisements must be no more than 250 words (half page).

Submissions must have complete contact information (e.g., name, e-mail address, phone number, fax number, workshop costs, workshop location, dates and must indicate CEUs available and any other pertinent information.

BC-ABA will not check advertisements for spelling or formatting. Please provide “picture ready” advertisements.