



BC-ABA

British Columbia Association For Behaviour Analysis

BC-ABA ADVERTISING GUIDELINES

BC-ABA provides the following advertising services:

- Broadcast email advertisements to our members who have indicated they wish to receive such emails
- Posts to our BC-ABA Closed Facebook Group
<https://www.facebook.com/groups/134426676591725/>

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. These advertisements are distributed for free.

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. These advertisements are distributed for a fee.

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.

In order to minimize the volume of advertisements sent to our membership, the BC-ABA Board will avoid repeat posting and broadcast your advertisement once in a six month period.

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 \$100.

How to advertise with us:

- Send your request for advertising directly to BC-ABA at public_relations@bc-aba.org
- For broadcast email advertisements, the text must be sent as Word (.doc) format or rich text file and be no more than 250 words (half page).
- Accompanying images must be in .jpeg or .png format.
- Pdf posters cannot be shared using the Mailchimp platform and are not accepted.
- For posting to our Facebook Group, a poster style advertisement must be sent as an attachment in high resolution .jpeg format.
- 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.
- BC-ABA takes no responsibility for the content of the post and does not endorse the event or employment opportunity in any way.

Payments:

Please ensure your advertisement is approved for posting prior to making payment.

Once approval is provided, payment can be made through our website at <https://bc-aba.org/product/advertising/>

Please note the BC-ABA Board is staffed by volunteers, and as such the process of approval of advertisements, collection and confirmation of payment, and posting of advertisements may take up to three weeks for completion.