

---

## **EMDRAA ADVERTISING POLICY**

**APPROVED JULY 2021**

---

### **PURPOSE:**

The EMDR Association of Australia promotes best practice in the knowledge of EMDR Therapy to its members and other EMDR therapists which, in turn, increases our capacity to heal the community. Through our website, e-newsletter, conferences and other promotional material we communicate to members, we will promote EMDR programs and opportunities which benefit our members and improve the quality of their practice of EMDR Therapy.

### **ADVERTISERS REQUIREMENTS**

All advertising in EMDRAA publications must be related to the advancement of EMDR therapies.

Further, all advertising in EMDRAA publications and at EMDRAA events must comply with any relevant requirements stipulated by the Australian Health Practitioner Regulation Agency, regardless of whether or not the external advertiser / sponsor is registered with APHRA, or is providing a regulated health service or an education and training program.

Advertisers will not be provided access to EMDRAA members names, emails or contact details.

### **ADVERTISERS RESPONSIBILITIES**

Advertisers are required to pay in full by the booking and payment deadline for material for the issue in which the advertisement is to appear. If payment has not been received for an advertisement by the deadline date for material, that advertisement will not be published.

### **EMDRAA RESPONSIBILITIES**

EMDRAA must make every reasonable effort to publish its communications according to the distribution schedule. EMDRAA is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution. Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.

All advertisements and final artwork must be approved by EMDRAA before publishing. EMDRAA reserves the right to cancel or reject advertising deemed not to be in keeping with the Association's objects, as set out in the Constitution.

Special advertisement positions cannot be booked. Advertising positions will be determined by EMDRAA. Where possible, EMDRAA will feature advertisements to avoid adjacencies with similar advertisers.

EMDRAA has ultimate discretionary power in accepting or rejecting advertisements.

## PAID ADVERTISEMENTS

EMDRAA Member rates are available for advertisements featuring:

Workshops and webinars run by EMDR Consultants nationally and internationally  
Content must be consistent with EMDR Therapy practice and protocols. Content which address specific populations using research based interventions and EMDR in a complementary way will be considered upon application.

Pricing:

E-Newsletter (email to 1300 members)

- Banner or placement ad with link to website or email for information  
\$100 & GST

Booking for advertising space is essential and bookings are taken on a 'first come, first served' basis. There is a limit to the number of advertisements per issue.

*This pricing is for upcoming events or EMDR related activity and would be charged for every ad placement into the EMDRAA newsletter*

**To book your Advertisement, please contact [admin@emdraa.org](mailto:admin@emdraa.org)**