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# EMDRAA Advertising Policy

*Approved August 2023*

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## **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 which we use to communicate with members, we will promote EMDR programs and opportunities that 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.

If training is being advertised, it needs to be explicit as to whether it is an Accredited Level 1 or 2 course that counts towards EMDRAA Basic Training, or not. If it is not an EMDRAA-Accredited training course, it does not count for those working towards completing their basic training. We strongly encourage members to complete other specialist EMDR training, but an advertisement for this type of course needs to be clear that it does not contribute toward the basic training.

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

Adverts will be accepted in the following file formats: .jpg, .png and .gif. The image size should be no greater than 192mm x 100mm (width x height), and the file size to be no greater than 300Kb. Each advertisement can only have one URL or email address associated with it.

## **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 If payment has not been received for an advertisement by the deadline date for material, that advertisement will not be published.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.

EMDRAA has ultimate discretionary power in accepting or rejecting advertisements.

## Pricing

E-Newsletter (email to over 1800 members)

- Advertisement with link to website or email for information – AU\$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)

## Review History

Date	Version	Approved By	Update
2021 July	1.0	M Dexter	Initial version of policy
2023 August	1.1	L Schiphorst	Clarification on scope and sizing of advertisements