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## EMDRAA Advertising Policy

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### 1. PURPOSE

The EMDR Association of Australia promotes best practices in EMDR Therapy knowledge to its members and other EMDR therapists, increasing 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 EMDR Therapy practice.

### 2. ADVERTISING 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 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. 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.

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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 should be no greater than 300Kb. Each advertisement can only have one URL or email address associated with it.

Should you wish to run a larger advert than outlined in the Policy, this may be accommodated, subject to approval, but will incur a pro-rata cost based on its size.

### **3. ADVERTISERS RESPONSIBILITIES**

Advertisers must 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 If payment has not been received by the deadline date for the material, the ad will not be published.

### **4. 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 because 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. EMDRAA must approve all advertisements and final artwork before publishing. EMDRAA reserves the right to cancel or reject advertising deemed not in keeping with the Association's objects, as set out in the Constitution. Special positioning of advertisements cannot be booked. EMDRAA will determine advertising positions. EMDRAA has ultimate discretionary power in accepting or rejecting advertisements.

### **5. PRICING**

E-Newsletter - email to over 3,000 members.

Advertisement with link to website or email for information

- Single (1) Advertisement \$150
- Three (3) Advertisements \$420
- Six (6) Advertisements \$820
- Eleven (11) Advertisements \$1500

Editing an advertisement to meet the above requirements will incur a **\$30** administration fee.

EMDRAA will charge **\$75** per advertisement design.

Advertising costs are in Australian Dollars; all costs are plus GST.

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

To book your advertisement, please contact us at [admin@emdraa.org](mailto:admin@emdraa.org)

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