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## Advertising Policy

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### Purpose:

The EMDR Association of Australia (EMDRAA) is committed to promoting best practice in EMDR Therapy by providing access to high-quality training, consultation, and resources. Through our website, e-newsletter, conferences, and other promotional platforms, we offer advertising opportunities that support our members' professional development and enhance the delivery of EMDR Therapy across Australia.

Advertising opportunities are open to individuals and organisations offering EMDR-related services, training, or resources that align with our mission and values.

### Advertisers Requirements

- All advertising must relate directly to the advancement or application of EMDR Therapy.
- Advertisements must comply with the **Australian Health Practitioner Regulation Agency (AHPRA)** requirements, regardless of whether the advertiser is AHPRA-registered or provides regulated health services or training.
- EMDRAA reserves the right to review, approve, and where necessary, reject any advertisement that does not align with the Association's mission, values, or Constitution.



## What Can Be Advertised

EMDRAA and affiliated EMDR association members can advertise:

- EMDRAA Accredited Basic Training Programs (Level 1 & 2)
- Advanced or Specialist EMDR Workshops (e.g., complex trauma, dissociation, couples therapy)
- Webinars and short courses
- Group and individual consultation services
- Including consultation for EMDR practitioners and consultants-in-training
- Clinical resources and tools
- Professional development and supervision services
- Therapist retreats and EMDR-focused intensives
- Practice announcements, e.g., new service openings or relocations

All training advertisements must clearly state the accreditation status.

## Training Advertisement Requirements

- **EMDRAA Accredited Basic Training** (Level 1 or 2) must be identified as such. Only accredited courses count towards Basic Training requirements.
- If the course is **not accredited**, this must be clearly stated. For example:  
*“This is not an EMDRAA Accredited Basic Training course and does not contribute to accreditation.”*
- We strongly encourage the promotion of specialist EMDR training. However, transparency is essential to avoid confusion for members seeking accreditation.



## Advertisers

- Must ensure payment is made **in full** by the booking deadline. Ads will not be published without payment.
- Are responsible for ensuring content accuracy, format compliance, and ethical advertising standards.

## EMDRAA

- Will make every reasonable effort to publish advertisements according to schedule.
- Is not liable for any losses resulting from delayed or failed distribution.
- Will refund the advertising fee only if an advertisement is not published due to EMDRAA's error.
- Must approve all final artwork before publication.
- Determines all advertisement placements. **Special positioning cannot be reserved.**
- Has final discretion to **accept, reject, or cancel** any advertising submissions.
- Due to space limitations, a maximum of ten (10) advertisements will be included. You will be notified if your submission is not selected.

## Pricing - E-Newsletter – sent to 2,000+ members

Ad Type	Dimensions	Package	Price	Savings
Regular Ad	600px x 400px	Single (1)	\$150	
		Three (3)	\$420	Save \$30
		Six (6)	\$820	Save \$80
		Eleven (11)	\$1,500	Save \$150
Large Ad	600px x 600px	Single (1)	\$200	

*All pricing is in AUD and excludes GST*



## **Additional Services**

### **Ad Editing Fee – \$30**

Applied if your submitted advertisement needs adjustments to meet EMDRAA's advertising guidelines.

### **Ad Design Fee – \$75**

If you need us to create a complete advertisement on your behalf.

### **Notes:**

- Bundles are not available on large ads
- **All ads** must be submitted in .jpg, .png, or .gif format
- **Max file size:** 300Kb
- **One URL or email per ad**
- **No access to member contact details will be provided**
- Positioning of ads is determined by EMDRAA
- Booking for advertising space is essential, and bookings are made on a 'first come, first-served' basis.
- There is a limit of two (2) large ads per newsletter
- Due to space limitations, a maximum of ten (10) advertisements will be included. You will be notified if your submission is not selected.

To join our mailing list or book an advertisement, please contact us at

[admin@emdraa.org](mailto:admin@emdraa.org).