



# AUSTRALASIA PACIFIC PLAY THERAPY ASSOCIATION

## APPTA Professional Development Advertising Policy (on APPTA website)

### **1. Terms and Conditions of Advertising**

The term 'advertiser' means the party booking the space and is responsible for payment.

The term 'publisher' means the Australasian Pacific Play Therapy Association (APPTA).

1. Advertisements must accurately reflect the product and or service being advertised.
2. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble editorial matter.
3. All claims made in an advertisement must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
4. Advertisements should be in line with APPTA's policies, ethos and promoted ethical practice.
5. The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services.
6. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser.
7. The publisher reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
8. The publisher reserves the right to refuse an advertisement.
9. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
10. The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.
11. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
12. Artwork must be supplied in an electronic format.
13. Invoices for display advertisements must be settled within 28 days of issue.

## Advertising on APPTA website

### Continuing Professional Development (CPD) EVENTS:

Full members of APPTA may advertise CPD events/workshops on the APPTA website. Such adverts must conform to the APPTA advertising terms and conditions and in addition conform to the following:

1. Adverts for short courses/conferences will be advertised in a webpage titled 'Events' and will be available to the general public visiting the APPTA website.
2. Apart from in exceptional circumstances, only Full members of APPTA may advertise their CPD/conferences.
3. A short course/conference is defined as a training lasting between 1 hour and 6 months.
4. Only short courses/conferences related to Play Therapy may be advertised on the APPTA website.
5. Invoices for website advertising not settled within 28 days will be deleted.

All website advertisements will conform to the following lay out rules:

1. Name of organisation/institution/trainer(s).
2. Image.
3. Title of short course(s)/conference(s)
4. Details of short course(s)/conference(s) – maximum 500 words.
5. Location(s) of course(s)/conference(s) held.
6. Contact name(s).
7. Contact telephone number(s).
8. Contact email address(es).
9. Link to downloadable file.
10. Link to website(s).

The format of advertisement on the APPTA website is:

1. Word count: Maximum 500 words (supplied in Microsoft Word format)
2. Image: A maximum of 1 image (JPEG or GIF format only) and no larger than 50 KB.
3. Downloadable file: A maximum of 1 file (Microsoft Word or Acrobat Reader PDF file format only) and no larger than 200 KB.
4. Adverts will be usually placed on the site in the chronological order in which they are being held.

### APPTA Website Advertising Costs

Single events	Up to 3 months	\$20
	Up to 6 months	\$40
	Up to 12 months	\$60

Multiple events (2-10)	Up to 3 months	\$40
	Up to 6 months	\$60
	Up to 12 months	\$80
Unlimited events	Up to 3 months	\$60
	Up to 6 months	\$80
	Up to 12 months	\$100

**Applying to advertise on the APPTA Website**

In order to advertise on the APPTA website, please submit the following details to the APPTA Administrator at [XXXXXX](#)

1. Name and address of person/organisation to be invoiced.
2. Full text of advert, including full internet and email addresses.
3. Image and downloadable files.
4. Date advertisement to go live (please allow at least 3weeks notice for this)
5. Duration of advertisement (up to 3, 6 or 12 months).
6. Email address and telephone number of contact person.