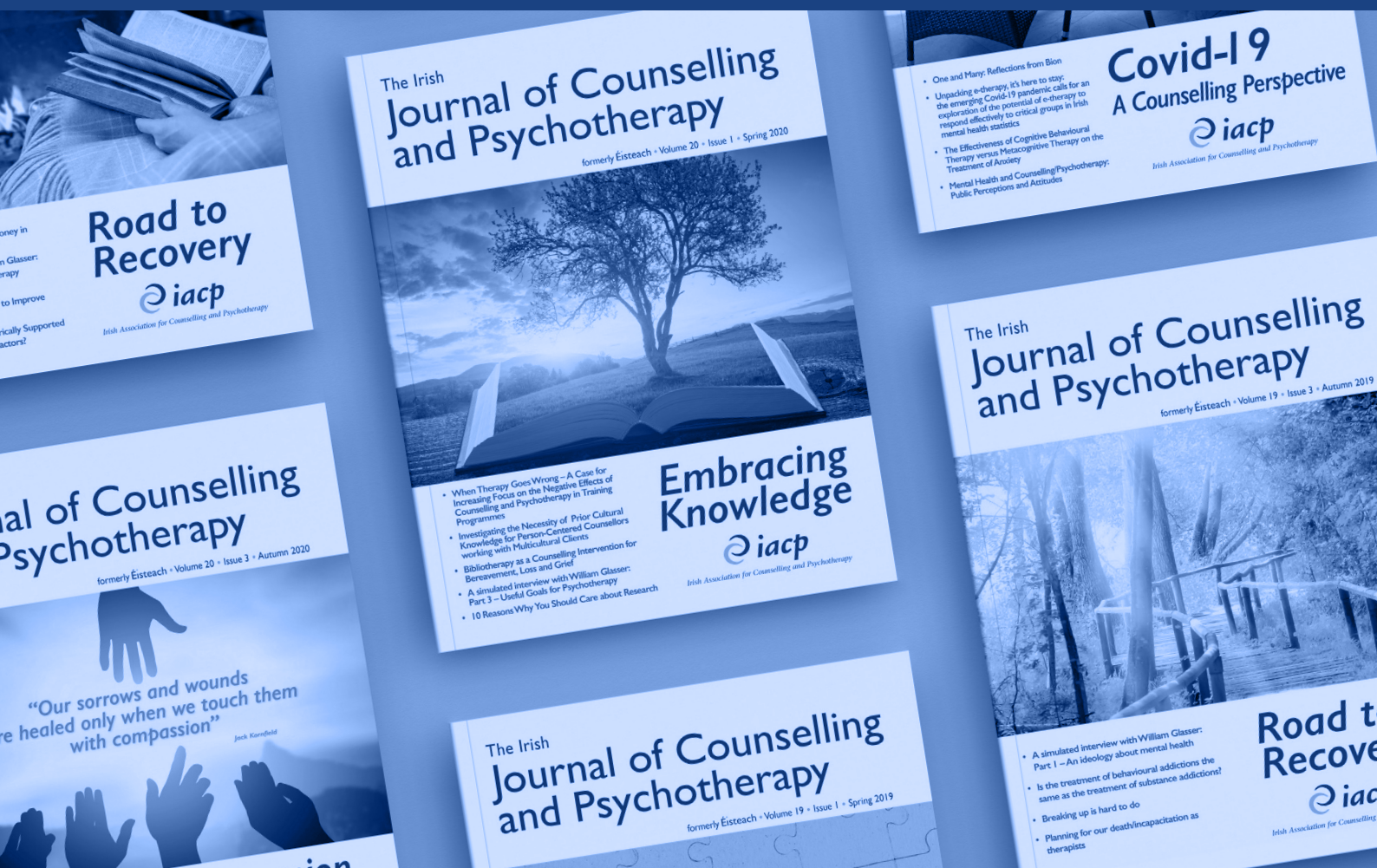


The Irish Journal of Counselling and Psychotherapy



MEDIA INFORMATION FOR ADVERTISERS

Introduction

Thank you for choosing to advertise in The Irish Journal for Counselling and Psychotherapy (IJCP).

The Journal is the quarterly publication for the Irish Association for Counselling and Psychotherapy (IACP).

The IJCP explores a wide-range of topics relating to counselling and psychotherapy through evidence-based articles on clinical theory.

The Journal has an outreach of 5,000 readers (including institutions and universities).

This guide has been compiled to inform advertisers of our advertising policies and assist them with the technical specifications for supplying ads for print in the Journal.

If you have any queries please contact communications@iacp.ie

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IJCP Advertising – Terms and Conditions

1. The term “Advertiser” means the party (member or non-member of IACP) booking the space and is responsible for payment.
2. The term “IACP” means the Irish Association for Counselling and Psychotherapy.
3. The term “IJCP” means The Irish Journal of Counselling and Psychotherapy.
4. The term “Agents” means any third party engaged by the IACP for the production of the The IJCP or any third party engaged by the Advertiser to provides services related to advertising in The IJCP
5. Advertisements must conform to the [Code of Standards for Advertising and Marketing Communications in Ireland](#) and must accurately reflect the product and or service being advertised.
6. Advertisements are subject to the IACP’s approval and must always be recognisable as advertisements and not resemble editorial matter.
7. The IACP has absolute discretion to carry or refuse to carry an advert in the IJCP for any reason, including refusing accept an advert that had run in any previous edition.
8. All claims made in an advertisement must be capable of being supported by appropriate evidence and must be made available to IACP upon request.
9. It is the responsibility of the Advertiser or their Agents to ensure that any copyright, trademark or other usage legislation is complied with. The IACP and their Agents will not accept any responsibility and/or liability, financial or otherwise, for infringement of copyright, trademark or other usage legislation in supplied content.
10. The carrying of an advertisement by IACP does not constitute endorsement of the Advertiser, its products or services.
11. Space reserved by an advertiser must be paid in full where the advertisement is not carried due to an act or omission by the Advertiser.
12. Requests by the Advertiser for an ad to appear on specific pages or page positions will be treated on a first-come first-served basis and the IACP is not obliged to meet such requests.
13. The IACP reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
14. The IACP and our Agents will not be liable for any loss or damage caused by amendment, error, late carrying of an advertisement or any advertisement not appearing, from any cause whatsoever.
15. The IACP and our Agents have no liability whatsoever for any error on the part of any advertiser or any other party or entity, whether relating to inaccurate copy instructions, or howsoever arising.
16. The IACP reserves the right to carry the most appropriate copy should copy instructions not be received by the stipulated time.
17. Artwork must be supplied in an appropriate format specified by the IACP.
18. The Advertiser is ultimately responsible for the accuracy, correctness and legal/regulatory compliance of all copy, colours and dimensions, whether supplied by the Advertiser or by a designer, and in particular is responsible for proof reading and signing off the advertisement for publication.
19. The Advertiser or their Agents are responsible for applying amendments or content revisions to advertisements. The IACP and our Agents do not provide design and editing services.
20. Advertisers must sign off and approve a proof of their advert before it may appear in the IJCP.

IJCP Advertising – Prices

Below is the current price list for advertising in The IJCP. Please note we do not charge VAT for Advertising.

| | |
|---------------------|-------------|
| Full Page | €720 |
| Half Page | €480 |
| Quarter Page | €360 |
| Eighth Page | €180 |
| Back Cover | €900 |
| Flyers | €POA |
| Advertorials | €POA |

Good to Know

At the IACP we understand importance of sustainability and preserving our environment and we have partnered with our printer in the PrintReleaf programme, a sustainability platform for automated certified reforestation and carbon offsets.



PrintReleaf reverse-calculates how many trees were required and how much carbon was emitted for the paper used in a printing project (such as The IJCP) and then native trees are automatically replanted in Ireland and certified carbon credits are purchased to offset the paper and printing process.

Our Printer considers their footprint with all aspects of print production from stock to ink (soya bean-based ink), from fulfilment to insertion (paper envelopes only and no plastic pallet wrap) and eliminating all unnecessary packaging to delivery. They are ISO 9001 and ISO14001 approved and members of Leave No Trace - Ireland.

IJCP Advertising – Booking Form

Advertiser Details

Company/Advertiser Name:

Address:

Ordered by:

Phone:

Email:

Payment Details

New advertisers must pay in advance until credit terms have been agreed

Preferred Payment Method:

Cheque ☐ Cash ☐ EFT ☐ 30 day invoice ☐

Email for Invoice if different from above:

Advertisement Details

IJCP Issue (Select multiple issues if booking a recurring ad):

Spring ☐ Summer ☐ Autumn ☐ Winter ☐

Advertisement Size:

Full Page ☐ Half Page ☐

Quarter Page ☐ Eighth Page ☐

Page Position (Cannot be Guaranteed):

Repeat AD

☐ Previously appeared in Edition

Artwork Supplied with Booking Form:

Yes ☐ No ☐

Artwork Cut-off dates

Autumn 2023 – Mid-Day Friday 4th August

Winter 2023 – Mid-Day Friday 3rd November

Spring 2024 – Mid-Day Monday 5th February

Summer 2024 – Mid-Day Friday 3rd May

Autumn 2024 – Mid-Day Monday 5th August

Winter 2024 – Mid-Day Monday 4th November

Artwork received after the dates indicated above may not be published.

This advert booking is placed in accordance with The IJCP Terms and Conditions. If no edition is selected for insertion, we will put your advert in the next available edition of the Irish Journal for Counselling and Psychotherapy. By signing this booking form you are committing to buy the specified space. We regret we cannot accept cancellations after receipt of this booking form and the full amount will become payable.

Advertiser Signature

Date:

SUBMIT BOOKING

RESET FORM

If you have any queries regarding advertising in The IJCP please contact:

communications@iacp.ie or call **01 230 35 36 ext: 5**



The Irish

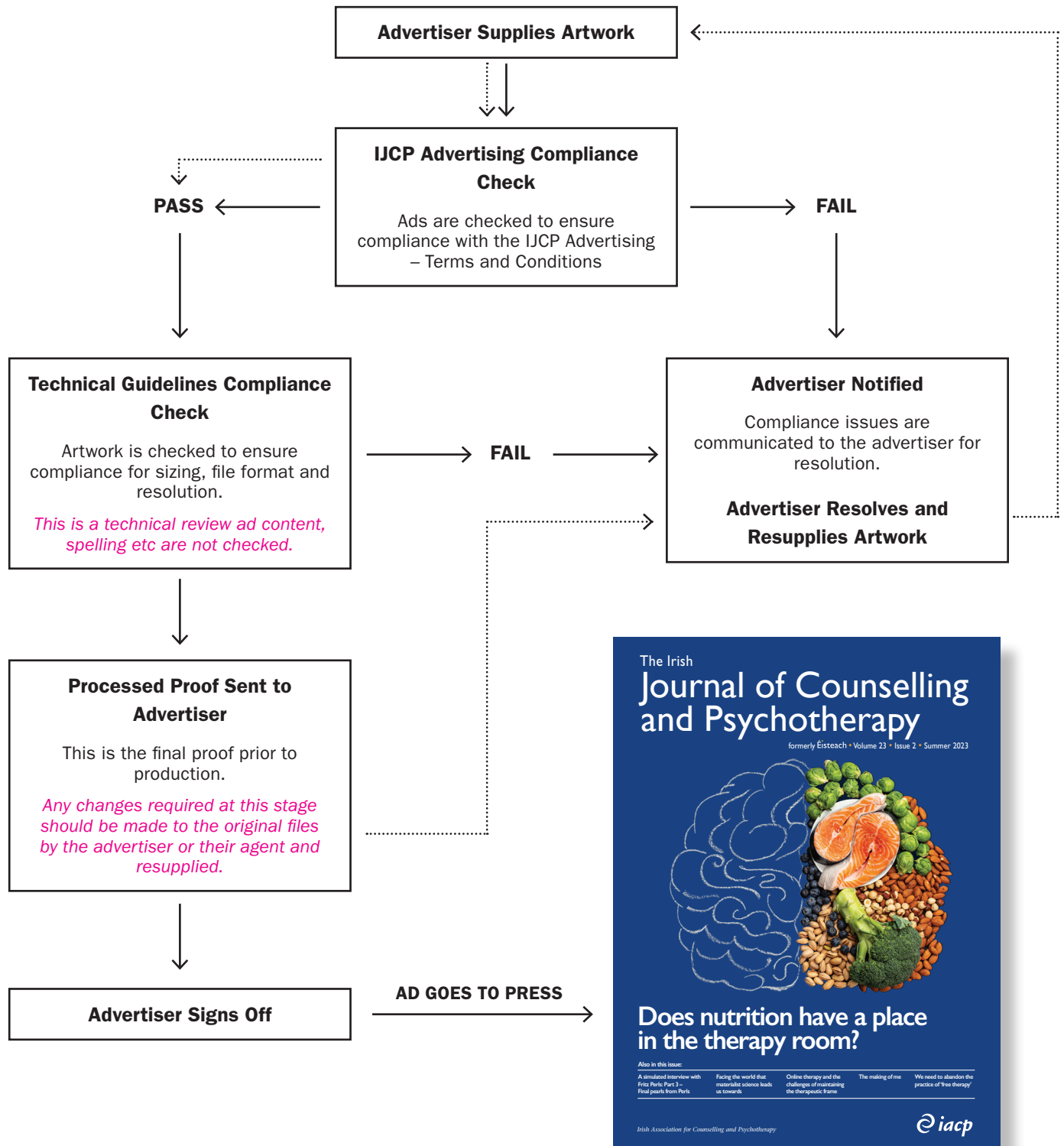
Journal of Counselling and Psychotherapy



TECHNICAL GUIDELINES FOR ADVERTISERS

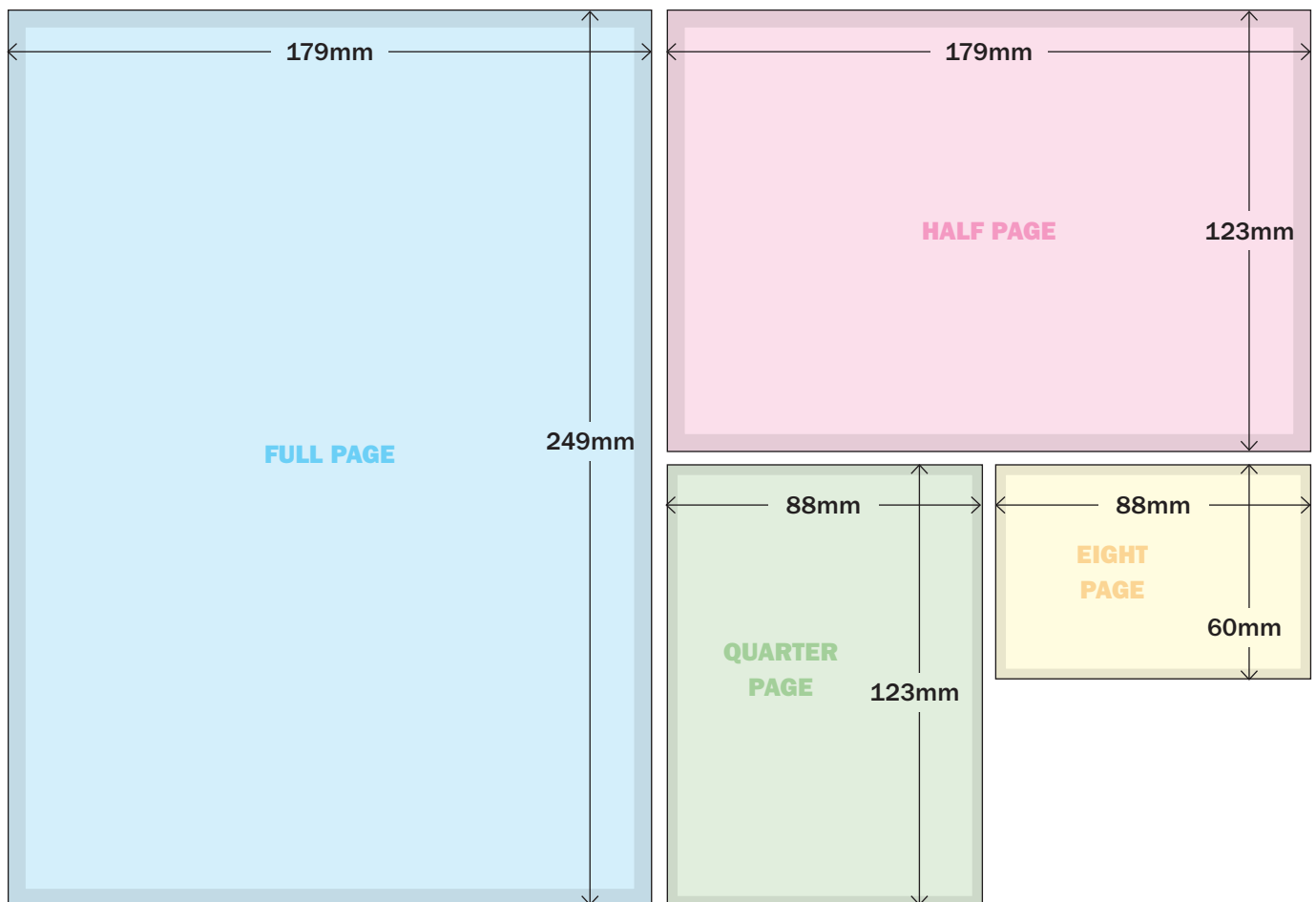
The following guidelines have been compiled to assist advertisers in maximising the impact of their messages and to ensure that advertisements fit seamlessly within the Journal's layout and resonate with its target audience.

IJCP Advertising Production Process



Supplying Ads for Publication - Sizing

It is important that ads are supplied at the correct size for publication. By doing so we can avoid scaling or distorting them. This also ensures that advertisers can better gauge the amount of content in their ads and avoid difficult to read type sizes.



The minimum margins (Indicated by the grey border):

- Full Page and Half Page ads 5mm
- Quarter Page and Eight Page ads 3mm

Please note:

Only the above sizes and orientations will be accepted.

Supplying Ads for Publication - Files

File Formats

The following file formats are accepted:

- **PDF** (Preferred)
- **JPEG**
- **PNG**
- **TIFF**

File Resolution

Here are some points to keep in mind

- **Preparing Adverts**

Use high resolution logos – Ideally logos should be vector files which are scalable and will produce a crisp, clean result. Other formats (JPEG, TIFF or PNG) should have a minimum resolution of 300dpi.

If your logo was professionally designed your designer will have supplied a suite of files for various uses. If you are in doubt contact your designer, they will be able to provide advice.

Use high resolution images – Images should other formats (JPEG, TIFF or PNG) should have a minimum resolution of 300dpi.

- **Supplying Adverts**

PDF – It is recommended that ads are supplied in PDF format. This ensures crisp and legible text.

Other Formats – JPEG, TIFF or PNG files are accepted and should have a minimum resolution of 300dpi. Please note these are photographic formats and have lower text quality than PDFs.

Supplying Ads for Publication - Dates

Producing the Journal requires that we work to tight deadlines. To ensure we can meet those deadlines are met it is important that artwork for ads is received in a timely manner.

Ideally artwork should be supplied at the time off booking.

Below are the cut-off dates for receipt of advertisement artwork. Artwork received after the 'Artwork to be Supplied' date indicated below cannot be guaranteed for publication.

Autumn Edition 2023

Artwork to be supplied: Mid-Day Friday 4th August – **Final signoff:** Mid-Day Wednesday 9th August

Winter Edition 2023

Artwork to be supplied: Mid-Day Friday 3rd November – **Final signoff:** Mid-Day Wednesday 8th November

Spring Edition 2024

Artwork to be supplied: Mid-Day Monday 5th February – **Final signoff:** Mid-Day Thursday 8th February

Summer Edition 2024

Artwork to be supplied: Mid-Day Friday 3rd May – **Final signoff:** Mid-Day Wednesday 9th August

Autumn Edition 2024

Artwork to be supplied: Mid-Day Monday 5th August – **Final signoff:** Mid-Day Thursday 8th August

Winter Edition 2024

Artwork to be supplied: Mid-Day Monday 4th November – **Final signoff:** Mid-Day Thursday 7th November

Tips for Preparing your Advert

If you do not have access to a professional designer and you are preparing your own adverts the following tips can help with the process.

- **Software**

Ads can be created using Microsoft Word, Powerpoint, Google Slides, Apple Keynote, Canva along with many others.

- **Sizing the Advert**

It is important to set up your ad with the correct dimensions and margins (see page 7).

- **Text Sizing**

The recommended minimum text size is 8 point.

- **Content**

It is important for legibility that the amount of content in the ad is suitable for the ad size.

Less is more - Getting just the key points and call to action across is more likely to resonate with readers.

Proof read the content carefully. If possible ask someone else to read through the content.

- **Exporting the Advert**

PDF is the preferred format for print production and the software listed above can output PDF files. See the relevant help/instructions for your software if you are unsure of the process involved. There are also excellent tutorials available on YouTube.

IJCP Artwork Checklist

Artwork is at the correct size (see Page 7)

☐

Content is not cluttered

☐

Type is legible (Minimum 8 point)

☐

Logo is high resolution (300dpi)

☐

Images are high resolution (300dpi)

☐

Text has been proof read

☐

PDF has been exported for print production

☐



Irish Association for Counselling and Psychotherapy