

OSCA NEWSLETTER ADVERTISING POLICY

Adopted August 8, 2009

Policy Statement

The Oregon School Counseling Association (OSCA) encourages advertising of educational and training significance and may decline to publish advertising promoting private counseling practices in some circumstances.

The Oregon School Counselor is OSCA's quarterly newsletter. Copy deadlines are on the 15th day of the beginning of each quarter (i.e. January 15, April 15, July 15, October 15). Please be aware publication and distribution of each newsletter is 2-4 weeks after this date.

All advertisements must be of professional interest or use to OSCA members. OSCA reserves the right to reject or cancel any advertisement that conflicts with the purpose, position statements, or ethical standards of OSCA. OSCA will not accept advertisements that resemble editorial matter or are not in some way clearly distinguishable as advertising.

The editorial team must receive all advertising, insertion orders, space reservations, contracts, and copy on or prior to the specified advertising deadline. Any space reservation made by phone must be followed by a written insertion order. No cancellations will be permitted after the closing date for insertion orders. If, for whatever reason, an advertiser is forced to cancel, that advertiser will be charged in full for the space reserved.

Our organization agrees to place an advertisement in *The Oregon School Counselor* that is at least the size listed as follows:

- \$110.00 Full page, single issue (7 ½" x 10")
- \$75.00 Half page, single issue (7 ½" x 5")
- \$60.00 Quarter page, single issue (3 ¾" x 5")
- \$40.00 1 column x full page, single issue (2 ½" x 7 ½")
- \$40.00 1 column x half page, single issue (2 ½" x 5 1/8")
- \$30.00 1 column x quarter page, single issue (3 ¾" x 2 ½")
- \$150.00 Insert pre-printed flyer (Maximum 650 count)

Advertising space discounts: 10% off for 4 or more issues; 15% off for current Oregon School Counseling Association members; 25% off for current members with 4 or more issues.

Advertisers and their agencies assume liability for all content of advertisements printed and will assume responsibility for any claims that may arise from their advertising. The publication of an advertisement by *The Oregon School Counselor* is in no way an endorsement of the advertiser, the products, or services advertised. OSCA will not be bound by conditions, printed or otherwise, appearing on the space order, contract, billing, or copy instructions which conflict with the publisher's stated policies. Billing will be made upon publication of the advertisement. All advertising copy received must be in electronic form. If typesetting or production work is required, it will be done at the expense of the advertiser in addition to the cost charged for the space. All advertising will appear in the location selected by the editor.