



California Counseling Association

For Advertising and Promotion Impact — Try CCA!

CCA CAN PROVIDE YOU WITH THE FOLLOWING VEHICLES FOR YOUR PROMOTION OF EVENTS, JOB OPPORTUNITIES, SALES, PRODUCTS, SERVICES AND TRAINING PROGRAMS:

1) PUBLICATIONS — CCA COMPASS and/or CCA JOURNAL (Distribution approximately 1000)

- COMPASS Ñ Full page copy size: 8.5 x 11
- JOURNAL Ñ Full page copy size: 8.5 x 11

* Rate Information	COMPASS	JOURNAL
1/8 page	\$60	\$90
1/4 page	\$95	\$160
1/2 page	\$175	\$280
Full Page	\$290	\$520

- *Discount rates for ad combinations. All ad copy must be camera ready. Publisher to position ad.

CCA COMPASS Newsletter (3 issues per year)

COPY DATES	PUBLICATION DATES
August 20	September 25
November 30	January 10
April 5	May 15

CCA JOURNAL (Annual)

COPY DATE	PUBLICATION DATE
November	August

2) CONFERENCES & CONVENTIONS

CCA holds Regional Conferences (Northern, Central and / or Southern California) with distribution to 100– 200 attendees and Statewide Conferences / Conventions with distribution to 200 to 600 attendees. Promotional opportunities at these events include vendor/exhibit booths, program ads, attendee packet inserts, and take one table. Please visit the website [at cacounseling.org](http://cacounseling.org) for event information, pricing and options.

3) MAILING LIST RENTAL (One- Time Use): Pressure Sensitive Labels or Text File; Zip Code or Alpha Order

There are approximately 4000 records in the CCA Membership List and Promotional List (4000 = 1000 membership list + 3000 promotional list). COST: \$0.15 each for text file; \$0.17 each for labels plus tax and shipping costs. CCA members may request a 10% discount. List may only be used one time unless written permission for multiple uses is granted. USPS zip centers may requested. Email your request to admin@cacounseling.org and be sure to specify which mailing list, format and sort.

4) CCA WEBSITE (www.counseling.org)

- **List Advertising for Employment Opportunities and/or Event Calendar Listings**
\$50 per month for up to 250 words (ads over 250 words will be prorated). Rates includes up to 3 hotlinks. CCA members and year-round advertisers may request a 10% discount. Email your logo, content (include hotlinks) and billing instructions to admin@cacounseling.org .
- **Home Page “Button” Advertisements**
\$75 per month. Home page “Button” advertisements from affiliated associations, organizations and/or individuals offering professionally relevant events, training and employment opportunities, services or products. Rates include hotlink. CCA members and year-round advertisers may request a 10% discount. Send your image in .gif or .jpeg format (2.5W x 1 .75H), hotlink and billing instructions to admin@cacounseling.org.
- **Advertising Combination Package (List Ad, Button Ad & Email Blast).**
\$100 per month for one list ad up to 250 words and home page “button” ad. Add \$50 to include one email blast.

5) EMAIL BLAST ADVERTISING

Blast your message to our members within 24 hours! \$75 for 1 email blast to the membership, \$100 for 2 email blasts of the same content (up to 250 words ads over 250 words will be prorated). Send us your logo and advertising content via email and we do the rest. Advertisements will be accepted from affiliated associations, organizations and/or individuals offering professionally relevant events, training and employment opportunities, services or products. Rates include one logo and up to 3 hotlinks. CCA members and repeat advertisers may request a 10% discount. Send your logo, content, (include hotlinks) and billing instructions to admin@cacounseling.org.

To place your order and for further information, contact:

CCA, PO Box 5700 Oakland, CA 94606

Ph: 866-460-0945 • Fax: 510-868-0940 • [Email: admin@cacounseling.org](mailto:admin@cacounseling.org)