



# ADVERTISING AND PROMOTION POLICY

The Career Development Association of Alberta (CDAAL) is a recognized leader that advances the career development profession through strategic outreach and partnership activities and provides services and supports to aspiring and practicing career development professionals.

With a membership of approximately 300 individual, certified, student, life, honorary, and organizational members the CDAAL's advertising and promotion policy provides both members and non-members with opportunities to reach Alberta's current, connected, and committed Career Development Practitioners through a variety of mediums including bi-weekly newsletters, direct to member emails, the CDAAL website, social media, and *Career Momentum*.

Advertising and promotion to CDAAL members will support CDAAL's mandate, demonstrate alignment with its beliefs, enhance the career development profession, and promote the ongoing learning and development of Career Development Practitioners. The CDAAL believes in:

- Leadership and Accountability
- Learning and Development
- Communication and Transparency
- Advocacy and Partnerships
- Growth and Viability
- Respect and Integrity

All advertisements are subject to the approval of the CDAAL Marketing and Communications Committee Chair and the Executive Director.

## Advertising and Promotion Opportunities

### Bi-Weekly Newsletter (CDAAL Community Connector)

**Members** wishing to share their own events/workshops/practitioner resources may do so, **free of charge**, by providing a **direct web link** to the CDAAL for inclusion in the bi-weekly newsletter, *CDAAL Community Connector*.

**Member sourced** events/workshops/practitioner resources may be included, **free of charge**, by **direct web link** in the CDAAL bi-weekly newsletter, *CDAAL Community Connector*.

**Non-members** wishing to share their own events/workshops/practitioner resources may do so, **free of charge**, by providing a **direct web link** to the CDAAL for inclusion in the bi-weekly newsletter, *CDAAL Community Connector*.

\*\*\*In exchange for the promotion of the event/workshop/practitioner resource the CDAAL reserves the right to reach out to the host individual or organization regarding advertising and promotion opportunities with the CDAAL and to ask that a registration or purchase discount, if applicable, be extended to CDAAL members.

Please send the **direct web link** for the event/workshop/practitioner resource and a brief description to [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) with "Community Connector" in the subject line. As only the direct web link and a brief description will be included in the *CDAAL Community Connector*

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please limit the amount of text that accompanies your direct web link and ensure that the only underlined text is the direct web link itself.

Submission deadlines and publication dates are included below.

### Direct to Member Email

**Members** wishing to have a dedicated email sent directly to CDAA members advertising or promoting a specific event/workshop/practitioner resource may do so **free of charge**. In exchange for the promotion of the member event/workshop/practitioner resource the CDAA reserves the right to reach out to the host individual or organization regarding advertising and promotion opportunities with the CDAA and to ask that a registration or purchase discount, if applicable, be extended to CDAA members.

**Non-members** wishing to have a dedicated email sent directly to CDAA members advertising or promoting a specific event/workshop/practitioner resource may do so for a **fee (\$350.00 + GST)**. In lieu of the fee the non-member may choose to negotiate a registration or purchase discount for CDAA members.

Members and non-members wishing to use this advertising and promotion option will coordinate the design requirements with the CDAA Communications Coordinator. Please email [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) with your request and allow one week for design coordination prior to publication.

### CDAA Website

The CDAA will post events/workshops/practitioner resources to the CDAA website as it deems

appropriate. In exchange for the promotion of the event/workshop/practitioner resource the CDAA may request that a registration or purchase discount, if applicable, be extended to CDAA members.

### Social Media

In addition to taking advantage of advertising and promotion opportunities **members** and **non-members** are encouraged to leverage CDAA's social media venues including LinkedIn, Facebook and Twitter to share information and engage in dialogue related to career development.

### Quarterly Newsletter (*Career Momentum*)

*Career Momentum* is a quarterly electronic publication dedicated to keeping CDAA members current, connected, and committed. It informs and educates members about upcoming events, career development resources, and developments in counselling and career development professional practice.

Each issue is organized around a pre-determined theme and includes:

- Alberta Career Development Conference (ACDC) updates
- Upcoming professional development and networking events
- Industry profile(s) highlighting a specific labour market
- Career Currents outlining provincial, national, and international news that would be of interest to career development practitioners
- Guest articles solicited by the editorial team featuring career development experts and other industry specialists

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- Association updates advising members of important association and industry information
- Recognition of new members and Certified Career Development Professionals (CCDPs)
- Member profile(s) with career highlights of CDA members throughout Alberta

There are two opportunities available to individuals and organizations interested in advertising in *Career Momentum*:

- Horizontal Banner Advertisement (600 pixels wide by 116 pixels high) – \$350.00 + GST
- Horizontal Banner Advertisement (600 pixels wide by 116 pixels high) with 400 word minimum article – \$500.00 + GST

\*\*\*Please size your advertisement to fit the size requirement.

**Members** will receive a 15% discount on *Career Momentum* advertising opportunities.

**Organizational members** will receive one free *Career Momentum* advertising opportunity / year, valued at \$350.00 + GST as part of their yearly membership and will receive a 15% discount on any additional *Career Momentum* advertising opportunities.

Please visit <http://www.careerdevelopment.ab.ca/advertising> or email the Career Momentum editor at [momentumeditor@careerdevelopment.ab.ca](mailto:momentumeditor@careerdevelopment.ab.ca) for further information about the CDA Advertising and Promotions Policy advertising opportunities and guidelines.

For more details regarding Career Momentum please visit [http://www.careerdevelopment.ab.ca/Momentum\\_public](http://www.careerdevelopment.ab.ca/Momentum_public).

### Additional Services

#### Career and Employment Services Directory

**Members** wishing to advertise their career development services may do so, **free of charge**, in the publicly accessible Career and Employment Services Directory. This option is only available to members. Please email [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) to update your existing profile or create a new one.

#### Job Postings

**Members** wishing to share a job posting for a position within their organization to CDA members may do so **free of charge**.

**Non-members** wishing to share a job posting for a position within their organization to CDA members may do so for a **fee (\$100.00 + GST)**.

Job postings will be sent out weekly in a dedicated email. Please see below for submission deadlines and publication dates. You can email your link to [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca).

Members and non-members recruiting for Career Development Practitioners are encouraged to consider requesting that applicants be members of the Career Development Association of Alberta (CDA) and possess or be eligible for the Certified Career Development Professional (CCDP) designation.

For more information about the CDA Advertising and Promotion Policy please contact Alice Funk at [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or Paula Wischoff Yerama at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca).

Information regarding CDA membership and benefits is available at <http://www.careerdevelopment.ab.ca/join>.

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## Submission Deadlines and Publication Dates

	Submission Deadline	Publication Date
Bi-Weekly Newsletter / Job Posting	6-Oct-17	10-Oct-17
Job Posting	13-Oct-17	17-Oct-17
Bi-Weekly Newsletter / Job Posting	20-Oct-17	24-Oct-17
Job Posting	27-Oct-17	31-Oct-17
Bi-Weekly Newsletter / Job Posting	3-Nov-17	7-Nov-17
Job Posting	10-Nov-17	14-Nov-17
Bi-Weekly Newsletter / Job Posting	17-Nov-17	21-Nov-17
Job Posting	24-Nov-17	28-Nov-17
Bi-Weekly Newsletter / Job Posting	1-Dec-17	5-Dec-17
Job Posting	8-Dec-17	12-Dec-17
Bi-Weekly Newsletter / Job Posting	15-Dec-17	19-Dec-17
Job Posting	22-Dec-17	26-Dec-17
Bi-Weekly Newsletter / Job Posting	29-Dec-17	2-Jan-18
Job Posting	5-Jan-18	9-Jan-18
Bi-Weekly Newsletter / Job Posting	12-Jan-18	16-Jan-18
Job Posting	19-Jan-18	23-Jan-18
Bi-Weekly Newsletter / Job Posting	26-Jan-18	30-Jan-18
Job Posting	2-Feb-18	6-Feb-18
Bi-Weekly Newsletter / Job Posting	9-Feb-18	13-Feb-18
Job Posting	16-Feb-18	20-Feb-18
Bi-Weekly Newsletter / Job Posting	23-Feb-18	27-Feb-18
Job Posting	2-Mar-18	6-Mar-18
Bi-Weekly Newsletter / Job Posting	9-Mar-18	13-Mar-18

Job Posting	16-Mar-18	20-Mar-18
Bi-Weekly Newsletter / Job Posting	23-Mar-18	27-Mar-18
Job Posting	30-Mar-18	3-Apr-18
Bi-Weekly Newsletter / Job Posting	6-Apr-18	10-Apr-18
Job Posting	13-Apr-18	17-Apr-18
Bi-Weekly Newsletter / Job Posting	20-Apr-18	24-Apr-18
Job Posting	27-Apr-18	1-May-18
Bi-Weekly Newsletter / Job Posting	4-May-18	8-May-18
Job Posting	11-May-18	15-May-18
Bi-Weekly Newsletter / Job Posting	18-May-18	22-May-18
Job Posting	25-May-18	29-May-18
Bi-Weekly Newsletter / Job Posting	1-Jun-18	5-Jun-18
Job Posting	8-Jun-18	12-Jun-18
Bi-Weekly Newsletter / Job Posting	15-Jun-18	19-Jun-18
Job Posting	22-Jun-18	26-Jun-18
Bi-Weekly Newsletter / Job Posting	29-Jun-18	3-Jul-18
Job Posting	6-Jul-18	10-Jul-18
Bi-Weekly Newsletter / Job Posting	13-Jul-18	17-Jul-18
Job Posting	20-Jul-18	24-Jul-18
Bi-Weekly Newsletter / Job Posting	27-Jul-18	31-Jul-18
Job Posting	3-Aug-18	7-Aug-18
Bi-Weekly Newsletter / Job Posting	10-Aug-18	14-Aug-18
Job Posting	17-Aug-18	21-Aug-18
Bi-Weekly Newsletter / Job Posting	24-Aug-18	28-Aug-18