



## ADVERTISING AND PROMOTION POLICY continued

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 CDAA 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 CDAA 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 CDAA members may do so **free of charge**.

**Non-members** wishing to share a job posting for a position within their organization to CDAA 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 (CDAA) and possess or be eligible for the Certified Career Development Professional (CCDP) designation.

For more information about the CDAA Advertising and Promotion Policy please contact [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 CDAA 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	10 Aug 2018	14 Aug 2018
Job Posting	17 Aug 2018	21 Aug 2018
Bi-Weekly Newsletter / Job Posting	24 Aug 2018	28 Aug 2018
Job Posting	31 Aug 2018	4 Sep 2018
Bi-Weekly Newsletter / Job Posting	7 Sep 2018	11 Sep 2018
Job Posting	14 Sep 2018	18 Sep 2018
Bi-Weekly Newsletter / Job Posting	21 Sep 2018	25 Sep 2018
Job Posting	28 Sep 2018	2 Oct 2018
Bi-Weekly Newsletter / Job Posting	5 Oct 2018	9 Oct 2018
Job Posting	12 Oct 2018	16 Oct 2018
Bi-Weekly Newsletter / Job Posting	19 Oct 2018	23 Oct 2018
Job Posting	26 Oct 2018	30 Oct 2018
Bi-Weekly Newsletter / Job Posting	2 Nov 2018	6 Nov 2018
Job Posting	9 Nov 2018	13 Nov 2018
Bi-Weekly Newsletter / Job Posting	16 Nov 2018	20 Nov 2018
Job Posting	23 Nov 2018	27 Nov 2018
Bi-Weekly Newsletter / Job Posting	30 Nov 2018	4 Dec 2018
Job Posting	7 Dec 2018	11 Dec 2018
Bi-Weekly Newsletter / Job Posting	14 Dec 2018	18 Dec 2018
Job Posting	21 Dec 2018	25 Dec 2018
Bi-Weekly Newsletter / Job Posting	28 Dec 2018	1 Jan 2019
Job Posting	4 Jan 2019	8 Jan 2019
Bi-Weekly Newsletter / Job Posting	11 Jan 2019	15 Jan 2019

Job Posting	18 Jan 2019	22 Jan 2019
Bi-Weekly Newsletter / Job Posting	25 Jan 2019	29 Jan 2019
Job Posting	1 Feb 2019	5 Feb 2019
Bi-Weekly Newsletter / Job Posting	8 Feb 2019	12 Feb 2019
Job Posting	15 Feb 2019	19 Feb 2019
Bi-Weekly Newsletter / Job Posting	22 Feb 2019	26 Feb 2019
Job Posting	1 Mar 2019	5 Mar 2019
Bi-Weekly Newsletter / Job Posting	8 Mar 2019	12 Mar 2019
Job Posting	15 Mar 2019	19 Mar 2019
Bi-Weekly Newsletter / Job Posting	22 Mar 2019	26 Mar 2019
Job Posting	29 Mar 2019	2 Apr 2019
Bi-Weekly Newsletter / Job Posting	5 Apr 2019	9 Apr 2019
Job Posting	12 Apr 2019	16 Apr 2019
Bi-Weekly Newsletter / Job Posting	19 Apr 2019	23 Apr 2019
Job Posting	26 Apr 2019	30 Apr 2019
Bi-Weekly Newsletter / Job Posting	3 May 2019	7 May 2019
Job Posting	10 May 2019	14 May 2019
Bi-Weekly Newsletter / Job Posting	17 May 2019	21 May 2019
Job Posting	24 May 2019	28 May 2019
Bi-Weekly Newsletter / Job Posting	31 May 2019	4 Jun 2019
Job Posting	7 Jun 2019	11 Jun 2019
Bi-Weekly Newsletter / Job Posting	14 Jun 2019	18 Jun 2019
Job Posting	21 Jun 2019	25 Jun 2019
Bi-Weekly Newsletter / Job Posting	28 Jun 2019	2 Jul 2019