

Advertising & Promotions Policy

The Career Development Association of Alberta (CDAA) 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 CDAA'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 CDAA website, social media, and Career Momentum.

Advertising and promotion to CDAA members will support CDAA's mandate, demonstrate alignment with its beliefs, enhance the career development profession, and promote the ongoing learning and development of Career Development Practitioners. The CDAA 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 CDAA Marketing and Communications Committee Chair and the Executive Director.

Advertising and Promotion Opportunities

Bi-Weekly Newsletter (CDAA 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 CDAA for inclusion in the bi-weekly newsletter, CDAA Community Connector. ***

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

***In exchange for the promotion of the 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.

Please send the direct web link for the event/workshop/practitioner resource and a brief description to 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 CDAA Community Connector 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 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
- 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 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.

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 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.

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 or Paula Wischoff Yerama at ed@careerdevelopment.ab.ca.

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



Submission and Publication Dates 2019-2020

PUBLICATION	SUBMIT	PUBLISH
Career Opportunities	2019-09-15	2019-09-17
Community Connector & Career Opportunities	2019-09-22	2019-09-24
Career Opportunities	2019-09-29	2019-10-01
Community Connector & Career Opportunities	2019-10-06	2019-10-08
Career Opportunities	2019-10-13	2019-10-15
Community Connector & Career Opportunities	2019-10-20	2019-10-22
Career Opportunities	2019-10-27	2019-10-29
Community Connector & Career Opportunities	2019-11-03	2019-11-05
Career Opportunities	2019-11-10	2019-11-12
Community Connector & Career Opportunities	2019-11-17	2019-11-19
Career Opportunities	2019-11-24	2019-11-26
Community Connector & Career Opportunities	2019-12-01	2019-12-03
Career Opportunities	2019-12-08	2019-12-10
Community Connector & Career Opportunities	2019-12-15	2019-12-17
Career Opportunities	2019-12-22	2019-12-24
Community Connector & Career Opportunities	2019-12-29	2019-12-31
Career Opportunities	2020-01-05	2020-01-07
Community Connector & Career Opportunities	2020-01-12	2020-01-14
Career Opportunities	2020-01-19	2020-01-21
Community Connector & Career Opportunities	2020-01-26	2020-01-28
Career Opportunities	2020-02-02	2020-02-04
Community Connector & Career Opportunities	2020-02-09	2020-02-11
Career Opportunities	2020-02-16	2020-02-18
Community Connector & Career Opportunities	2020-02-23	2020-02-25
Career Opportunities	2020-03-01	2020-03-03

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Community Connector & Career Opportunities	2020-03-08	2020-03-10
Career Opportunities	2020-03-15	2020-03-17
Community Connector & Career Opportunities	2020-03-22	2020-03-24
Career Opportunities	2020-03-29	2020-03-31
Community Connector & Career Opportunities	2020-04-05	2020-04-07
Career Opportunities	2020-04-12	2020-04-14
Community Connector & Career Opportunities	2020-04-19	2020-04-21
Career Opportunities	2020-04-26	2020-04-28
Community Connector & Career Opportunities	2020-05-03	2020-05-05
Career Opportunities	2020-05-10	2020-05-12
Community Connector & Career Opportunities	2020-05-17	2020-05-19
Career Opportunities	2020-05-24	2020-05-26
Community Connector & Career Opportunities	2020-05-31	2020-06-02
Career Opportunities	2020-06-07	2020-06-09
Community Connector & Career Opportunities	2020-06-14	2020-06-16
Career Opportunities	2020-06-21	2020-06-23
Community Connector & Career Opportunities	2020-06-28	2020-06-30
Career Opportunities	2020-07-05	2020-07-07
Community Connector & Career Opportunities	2020-07-12	2020-07-14
Career Opportunities	2020-07-19	2020-07-21
Community Connector & Career Opportunities	2020-07-26	2020-07-28
Career Opportunities	2020-08-02	2020-08-04
Community Connector & Career Opportunities	2020-08-09	2020-08-11
Career Opportunities	2020-08-16	2020-08-18
Community Connector & Career Opportunities	2020-08-23	2020-08-25
Career Opportunities	2020-08-30	2020-09-01

