

## AC *Bulletin* - Advertiser Guidelines



### **Purpose of the *Bulletin***

The purpose of the *Bulletin* is to keep Individuals and Organisations in the coaching community informed of up to date developments, to share best practice and to promote growth within the coaching market.

Submissions are edited and are accepted on the basis of the value they bring to the readership. We accept a small amount of relevant advertising which is clearly differentiated from editorial.

### **Target market**

The target market is the AC mailing and members lists, plus additional attendees at events and workshops. This means that not only the membership base, but also a large number of interested people in the marketplace, including corporates, access the *Bulletin*.

The direct electronic distribution as of September 2008 is approximately 5500, receivers of which are AC members, or those in the diverse coaching marketplace actively opted in to receive the *Bulletin*. The *Bulletin* is also made freely available on the AC website, and is occasionally used as promotional material in (A5) hard copy form at professional events and conferences.

### **Pricing**

Space for advertising is usually limited to two full pages in each issue.

	<b>Size ( W x H )</b>	<b>Member rate</b>	<b>Non-member rate</b>
<b>Full page</b>	(130mm x 170mm)	£200	£225
<b>Half page</b>	(130mm x 84mm)	£100	£125
<b>Quarter page</b>	(64mm x 84mm)	£50	£75

All rates attract VAT.

### **Formats**

Images should be saved as .TIF, .EPS, .PSD or .PDF files at 300 dpi at the final print size (see table above) using CMYK colour coding.

### **Copy deadlines**

Please follow article submission dates given in each edition. This is generally six weeks before publication. Deadlines for year 2008 are 15<sup>th</sup> March, 15<sup>th</sup> June, 15<sup>th</sup> September, 15<sup>th</sup> December. Enquiries and final copy to: [editors@associationforcoaching.com](mailto:editors@associationforcoaching.com)

### **Editorial control**

Advertisements will be accepted on the basis of their suitability for the readership and for publication and should also conform to relevant codes of ethics. The Association for Coaching retains the right to reject advertising which it considers does not meet these criteria. The advertiser is wholly responsible for the content of their advertisement and will indemnify the Association for Coaching against any action or complaint arising from its inclusion in the *Bulletin*.

If you require any further information on advertising opportunities and wish to speak to one of the joint editors, please contact Sheree Owen on 07939 550536 in the first instance.

**Sheree Owen & Judi O'Conner**  
**Joint Editors**

[www.associationforcoaching.com](http://www.associationforcoaching.com)

*"promoting excellence & ethics in coaching"*

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