

Canadian Association for Play Therapy (CAPT)

Advertising Policy

Objective:

The objective of this policy is to provide a framework and guidelines regarding advertising in CAPT's publications and the processes by which advertising is managed or approved.

Underlying Principles:

1. CAPT's advertising program supports and facilitates the development of mutually beneficial advertising relationships between CAPT, the business community and other sponsoring organizations.
2. Financial benefits that are generated by the advertising program are to assist in the delivery of member services and products including the production of our print publications.
3. CAPT's advertising policy will:
 - comply with the mandate, mission and values of CAPT;
 - be consistent with, and complementary to, other related CAPT policies and programs (e.g. Approved Provider, Education, Certification, Continuing Education and Membership).
4. CAPT has a national and international reputation for excellence in service delivery and has a leadership role in the play therapy community. CAPT reserves the right to reject advertising that, in CAPT's sole opinion, may adversely affect public confidence in the association or the value of the CAPT brand.
5. CAPT recognizes that the sale of commercial advertising is a source of revenue for the association. However, CAPT's primary mission is to provide high quality service to CAPT's diverse membership community in a welcoming and supportive environment.
6. CAPT will accept paid advertising that meets the policy, principles and specific standards outlined in policies and that fulfills the association's revenue objectives. CAPT will not accept advertising that is contrary to its service role or standards set by the Board of Directors of CAPT or in its sole discretion determines is not in the best interests of the CAPT. The sale of advertising will not influence the purchase of CAPT products or services.
7. All commercial messages carried by CAPT must be approved by CAPT's Executive Director or Board of Directors prior to placement in or on CAPT advertising vehicles.

8. CAPT reserves the right to accept or refuse any commercial message or advertisement, to limit the period for which a commercial message is approved and to withdraw approval. The acceptance of advertising by CAPT is not an endorsement of a product or service.
9. It is the responsibility of advertisers to ensure that proposed advertising does not contravene any applicable legislation prior to submission to CAPT for consideration. CAPT assumes no liability for advertisements that contravene legislation and all advertisers will be required to indemnify CAPT for any costs or damages CAPT may incur as a result of their advertising.
10. This policy also includes directives to ensure that advertising does not negatively affect other sources of sponsorship and fundraising revenue secured by CAPT or the association.
11. CAPT will consider advertisements based on the following guidelines:
 - CAPT will implement the Advertising Program in a transparent and accountable manner in compliance with CAPT's policies and procedures.
 - Advertisements must follow CAPT's by-laws; applicable provincial and federal laws and regulations.

12. SPECIAL ADDENDUM TO THE ADVERTISING POLICY 2020

August 11, 2020

"That during the period of COVID 19, CAPT's Board of Directors voted to only accept advertising income in CAPT's publications on products not related to on-line training. To do so would conflict with CAPT's training offerings and subsequent association income.

When training returns to face-to-face delivery the Board will review this policy."

Accountability:

The CAPT Board of Directors is responsible for the implementation of this policy.

Comments or Concerns:

For comments or concerns about advertising that appears on CAPT sites or publications, please contact the Executive Director of CAPT at Elizabeth@cacpt.com
