



Association for  
**Behaviour Analysis Australia**  
— ABAA —

# ABA Australia Advertising Guidelines

September 2018

[www.auaba.com.au](http://www.auaba.com.au)

## Job Adverts

### Basic Job Advert on Website

- Listed for 30 days in a public area of the website
- One company logo included on listing (max 550px x 300px)
- Title with drop down to blurb including contact info (max 250 words)
- Link to pdf advert (max 1 page)
- Link to company website
- Members - \$25 per ad, non-members - \$75 per ad
- To extend advert for an additional month - \$10 (both member and non-member)

### Social Media Extension Package

- Job ad as listed on the website will be shared on our Facebook page fortnightly for the month
- Facebook only: Member - \$10 per advert, non-member - \$20 per advert
- Additional Social Media Platform (Twitter or Instagram): Member - \$5 per platform, non-member - \$10 per platform

### Newsletter Extension Package

- Half page advert in the newsletter
- Listed in one online issue
- Deadlines – January 31<sup>st</sup> and July 31<sup>st</sup>
- Member - \$25, non-member \$40

## Workshop/Event Adverts

### One off Workshop/Event Advert

- Listed for up to 3 months in a public area of the website

- One company logo included on listing (max 550px x 300px)
- Title with drop down to blurb including contact info and price (max 250 words)
- Link to pdf advert (max 1 page)
- Member - \$25 per event, non-member - \$40 per event

### Ongoing Workshops and Events Advert

- Listed for 12 months in a public area of the website
- One company logo included on listing (max 550px x 300px)
- Title with drop down to blurb including contact info and price (max 250 words)
- Link to company website
- Member - \$150, non-member - \$200

### Social Media Workshop/Event Advert

- ABA Australia Created Advert
  - New advert for one workshop/event developed by ABA Australia posted on social media and reposted once every 2 weeks
  - Member Facebook only - \$25, non-member - \$40
  - Member additional social media platform (Twitter or Instagram) - \$5 per platform, non-member - \$10 per platform
- Repost Company Advert
  - Repost of company advert on Facebook only - \$10, non-member - \$20
  - Repost on additional social media platform (Twitter or Instagram) - \$5 per platform, non-member - \$10 per platform

### Newsletter Workshop/Event Advert

- Half page advert in the newsletter
- Listed in one online issue
- Deadlines – January 31<sup>st</sup> and July 31<sup>st</sup>
- Member - \$25, non-member \$40

## Other Listings

### Research Opportunities

- Posted on social media platforms once
- Max 150 words including title and contact information
- Members - free, non-members - \$10 per advert

### Service Provision

- Listing is only available to ABA Australia members
- Name of company and website will be listed in a public area of the website
- Ongoing listing until requested to be removed
- Cost: Free

### BCBA Supervision

- Listing is only available to ABA Australia members
- Name of supervisor and contact email will be listed in a public area of the website
- Ongoing listing until requested to be removed
- If reported that you no longer have availability you will be contacted and your listing removed 2 weeks after contact unless confirmed you are still available to supervise
- Cost: Free