



IMPORTANT INFORMATION

NCTRC understands that communicating about continuing education opportunities in an ever-expanding online marketplace can be challenging. That is why we have created the NCTRC Ala Carte Promotional Toolkit which offers a menu of marketing communications services for continuing education session content and/or micro-credentials that have been pre-approved by NCTRC. These ala carte services are specially designed promotional opportunities for continuing education providers/organizations, including e-Blast; calendar listings; and more!

The NCTRC ala carte promotional tools allow and encourage continuing education providers/organizations to achieve even greater visibility through digital marketing by taking advantage of NCTRC's built-in audience. Our toolkit provides a variety of solutions to address your marketing needs, saving you time and effort. Check out NCTRC's Ala Carte Promotional Toolkit to find the right fit for your needs!

HOW IT WORKS

Choose from one or more of the NCTRC promotional tools listed below. Read through the descriptions and fees for each promotional tool carefully to choose the one(s) that best suit your organization's marketing communication needs and interests. NCTRC promotional tools are directed related to NCTRC pre-approved continuing education session content within the past one year and/or NCTRC approved micro-credentials.

Review NCTRC's policies and procedures, listed below, for each promotional tool. These policies and procedures, and attached request form provide the necessary information required to initiate the request for promotion through NCTRC a) e-Blast email distribution; b) calendar listing; c) e-News listing.

STEPS TO APPLY

1. Apply for [NCTRC Organizational Continuing Education Session Content Pre-Approval](#).
2. Watch your email for the NCTRC Decision Notification regarding pre-approval of continuing education session content.
3. Upon receiving pre-approval status, complete the [NCTRC Ala Carte Promotional Tools Request Form](#) to achieve even greater visibility through digital marketing by taking advantage of NCTRC's built-in audience.

NOTE

All request forms, payment, and signed agreement must be received by NCTRC at least thirty (30) days before the requested date of the expected promotion/publication.

- *Requests submitted less than thirty (30) days prior to deadline may not be reviewed.*
- *To apply for expedited review (less than thirty (30) days prior to the continuing education session/program), additional fees will apply.*

Promotional Tool	Brief Description	Ala Carte Fee
NCTRC e-Blast <i>(email notification)</i>	<p>NCTRC's weekly e-Blast is a group listing of continuing education providers/organizations (name and hyperlinked URL) who have opted to pay for this promotional tool.</p> <p>NCTRC pre-approval of continuing education session content is required to be eligible.</p> <p>NCTRC disseminates an e-Blast once per week to over 85% of active CTRs currently on NCTRC's Listserv.</p> <ul style="list-style-type: none"> The URL will be enabled for direct access to your organization's website. 	<p>1 notification: \$200/first e-Blast \$50/each subsequent e-Blast requested for the same continuing education session content or micro-credential.</p>
NCTRC Continuing Education Event Calendar Listing	<p>NCTRC will maintain a continuing education event calendar on the NCTRC website.</p> <p>NCTRC pre-approval of continuing education session content is required to be eligible.</p> <p>Listing = Organization/CE Provider name and hyperlinked URL per the date noted on the application.</p> <ul style="list-style-type: none"> The URL will be enabled for direct access to your organization's website. 	\$25/calendar listing
NCTRC e-News Listing	<p>NCTRC e-News is published bimonthly.</p> <p>NCTRC pre-approval of continuing education session content is required to be eligible.</p> <p>Listing = Organization/CE Provider name and hyperlinked URL in an upcoming edition of e-News.</p> <ul style="list-style-type: none"> The URL will be enabled for direct access to your organization's website. 	\$50/listing

PROMOTIONAL TOOLS POLICIES & PROCEDURES

NCTRC E-BLAST

e-Blast Policy

Continuing education providers/organizations may request that NCTRC post information directly related to NCTRC pre-approved continuing education session content or micro-credential(s) on NCTRC's e-Blast.

NCTRC's weekly e-Blast is a group listing of continuing education providers (name, NCTRC pre-approved continuing education session title or name of micro-credential and hyperlinked URL) who have opted to pay for this promotional tool.

The e-Blast will be listed in alphabetical order by organization name as submitted on the NCTRC Ala Carte Request Form.

This policy, procedure, and attached request form provide the necessary information required to initiate the request for an email distribution of materials through an NCTRC e-Blast.

Note:

- Only continuing education session content that has been pre-approved by NCTRC within the past one year and/or NCTRC pre-approved micro-credential(s) are eligible for promotion on NCTRC's e-Blast listing.
- The request for distribution of materials related to formal research projects or academic thesis studies must be submitted via the [e-Blast Request Form: Research Study Notification](#).
- NCTRC does not distribute generic, non-TR related information from commercial vendors.

e-Blast Procedures

- The request form, payment and signed agreement should be received by NCTRC at least thirty (30) days before the actual date of the expected email distribution. Requests submitted less than thirty (30) days prior to deadline may not be reviewed. To apply for expedited review (less than thirty (30) days prior to the continuing education session/program), additional fees will apply.

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2. The e-Blast email distribution available for purchase includes only CTRS certificants who have consented to receive email communication from NCTRC regarding continuing education opportunities.
3. NCTRC does not release the actual email addresses of CTRSs or individuals on NCTRC's Listserv. Rather, NCTRC distributes a weekly e-Blast email message to CTRSs and individuals on NCTRC's Listserv.
4. The NCTRC e-Blast email distribution sent via the NCTRC system will include a group listing of the following information from one or more approved requestor(s):

(Name of requestor/organization)

NCTRC has been requested to provide you with the following information:

(NCTRC pre-approved continuing education session title or name of micro-credential , and hyperlinked URL)

Please contact (Name of requestor/organization) for more information.

5. The organization requesting the email distribution must be a recognized continuing education provider or therapeutic recreation professional organization at the national, regional, state/provincial, or local level. NCTRC does not endorse or sponsor any of the activities of this organization.
6. The requestor/organization's URL should be a public-facing URL (not behind a login). The URL will be enabled for direct access to the requestor/organization's website.
7. The request will not be processed unless all required website links and appropriate fees are received by NCTRC along with the signed Licensing Agreement.
8. NCTRC shall maintain final approval of all requests for the email distribution and reserves the right to withhold distribution of material to protect the interests of NCTRC and/or NCTRC's certificants.
9. Please allow up to 30 days for the request to be processed.

NCTRC CONTINUING EDUCATION EVENT CALENDAR LISTING

NCTRC Continuing Education Event Calendar Listing Policy

Continuing education providers/organizations may request that NCTRC post information directly related to NCTRC pre-approved continuing education session content or micro-credential(s) on NCTRC's continuing education calendar. NCTRC will maintain a continuing education event calendar on the NCTRC website.

Continuing education providers/organization who receive NCTRC continuing education session content pre-approval and opt to pay for this service will have their name, NCTRC pre-approved continuing education session title or name of micro-credential, and hyperlinked URL listed on the continuing education event calendar per the date noted on the application.

This policy, procedure, and attached request form provide the necessary information required to initiate the request for promotional listing on NCTRC's continuing education event calendar.

Note:

- Only continuing education session content that has been pre-approved by NCTRC within the past one year and/or NCTRC pre-approved micro-credential(s) are eligible for promotion on NCTRC's continuing education calendar listing.
- NCTRC does not distribute generic, non-TR related information from commercial vendors.

NCTRC Continuing Education Event Calendar Listing Procedures

1. The request form, payment and signed agreement should be received by NCTRC at least thirty (30) days before the actual date of the expected calendar listing. Requests submitted less than thirty (30) days prior to deadline may not be reviewed. To apply for expedited review (less than thirty (30) days prior to the continuing education session/program), additional fees will apply.

2. NCTRC maintains an online continuing education event calendar listing that includes pre-approved continuing education provider/organization names and links. The online event calendar is maintained on NCTRC's website. The calendar listing will include the following information:

Name of continuing education provider/organization, NCTRC pre-approved continuing education session title or name of micro-credential, and hyperlinked URL.
3. NCTRC uses the calendar date indicated by the continuing education provider/organization on the request form to input information on the calendar listing.
4. The continuing education provider's/organization's URL should be a public-facing URL (not behind a login). The URL will be enabled for direct access to the continuing education provider's/organization's website.
5. The organization requesting the calendar listing must be a recognized continuing education provider or therapeutic recreation professional organization at the national, regional, state/provincial, or local level. NCTRC does not endorse or sponsor any of the activities of this organization.
6. The request will not be processed unless all required website links and appropriate fees are received by NCTRC along with the signed Licensing Agreement.
7. NCTRC shall maintain final approval of all requests for calendar listings and reserves the right to withhold distribution of material to protect the interests of NCTRC and/or NCTRC's certificants.
8. Please allow up to 30 days for the request to be processed.

NCTRC E-NEWS LISTING

NCTRC e-News Listing Policy

Continuing education providers/organizations may request that NCTRC distribute information directly related to NCTRC pre-approved continuing education session content or micro-credential(s) on NCTRC's bi-monthly e-News.

Continuing education provider's/organization's name, NCTRC pre-approved continuing education session title or name of micro-credential, and hyperlinked URL will be listed on the continuing education opportunities section of NCTRC's bi-monthly e-Newsletter.

The e-News listing will be listed in alphabetical order by organization name as submitted on the NCTRC Ala Carte Request Form.

This policy, procedure, and attached request form provide the necessary information required to initiate the request for promotional listing on NCTRC's bi-monthly e-Newsletter.

Note:

- Only continuing education session content that has been pre-approved by NCTRC within the past one year and/or NCTRC pre-approved micro-credential(s) are eligible for promotion on NCTRC's bi-monthly e-Newsletter listing.
- NCTRC does not distribute generic, non-TR related information from commercial vendors.

NCTRC e-News Listing Procedures

1. The request form, payment and signed agreement should be received by NCTRC at least thirty (30) days before the requested date of the expected e-News publication. Requests submitted less than thirty (30) days prior to deadline may not be reviewed. To apply for expedited review (less than thirty (30) days prior to the continuing education session/program), additional fees will apply.
2. The continuing education listing in NCTRC e-News will be determined by the date(s) noted on the application in accordance with an upcoming NCTRC e-News edition publishing date. NCTRC e-News publishing timeline is at the discretion of NCTRC staff. **NCTRC e-News bi-monthly publishing schedule: January/February; March/April; May/June; July/August; September/October; November/December.**
3. NCTRC does not release the actual email addresses of CTRSs or individuals on NCTRC's Listserv. Rather, NCTRC distributes a bi-monthly e-Newsletter to individuals on NCTRC's Listserv.

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- Continuing education provider's/organization's name, NCTRC pre-approved continuing education session title or name of micro-credential, and hyperlinked URL will be listed on the continuing education opportunities section of the e-Newsletter, appearing as:

Name of continuing education provider/organization, NCTRC pre-approved continuing education session title or name of micro-credential, and hyperlinked URL.

- The continuing education provider's/organization's URL should be a public-facing URL (not behind a login). The URL will be enabled for direct access to the continuing education provider's/organization's website.
- The organization requesting the calendar listing must be a recognized continuing education provider or therapeutic recreation professional organization at the national, regional, state/provincial, or local level. NCTRC does not endorse or sponsor any of the activities of this organization.
- The request will not be processed unless all required website links and appropriate fees are received by NCTRC along with the signed Licensing Agreement.
- NCTRC shall maintain final approval of all requests for e-News listings and reserves the right to withhold distribution of material to protect the interests of NCTRC and/or NCTRC's certificants.
- Please allow up to 30 days for the request to be processed.

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