

# Ala Carte Promotional Tools Request Form

For NCTRC Pre-approved Continuing Education Session Content and Micro-Credentials



## **ELIGIBILITY** *(Who is eligible to apply for this request):*

Organizations/Continuing Education Providers who have received NCTRC pre-approval of continuing education session content or a micro-credential. Only continuing education session content that has been pre-approved by NCTRC within the past one year is eligible for promotion.

## **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 to help boost your brand visibility to CTRs and reinforce the value of the learning you're providing. These ala carte services are specially designed promotional opportunities for continuing education providers and organizations.

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!

## **REQUEST PROCESS** *(Follow these steps to request NCTRC Ala Carte Promotional Tools):*

1. NCTRC pre-approval of continuing education session content within the past one year is required to be eligible to apply.
2. Review NCTRC's policies and procedures for each promotional tool, listed in NCTRC Ala Carte Promotional Toolkit for Continuing Education Providers and Organizations. 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.
3. 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.

### **Instructions to complete this form:**

1. Choose from one or more of the NCTRC promotional tools listed below.
2. Read through the descriptions and fees for each promotional tool carefully to choose the one(s) that best suit your organization's marketing communications needs and interests, including that of your audience.
3. Please review the request deadlines and processing details for each promotional tool listed below.
4. To apply for expedited review, additional fees will apply.
5. Sign the Licensing Agreement on this form.
6. Request forms will not be processed unless all required fields are complete and appropriate fees are received by NCTRC along with the signed Licensing Agreement.

### **Instructions to submit completed form:**

Email the completed form to [nctrc@nctrc.org](mailto:nctrc@nctrc.org).

NCTRC shall maintain final approval of all requests and reserves the right to withhold distribution of material to protect the interests of NCTRC and/or NCTRC's certificants.

## REQUESTOR INFORMATION

Please provide the following information for NCTRC to process the request in a timely manner:

Organization Name:

Organizational Contact:

Mailing Address:

City:

State/Province:

Postal Code:

Country:

Preferred Phone:

Email:

Please indicate which NCTRC ala carte promotional tools are being requested:

NCTRC e-Blast Request(s)

NCTRC Continuing Education Event Calendar Listing Requests(s)

NCTRC e-News Listing Request(s)

## LICENSING AGREEMENT

By signing below, you agree that you are authorized to enter into this Licensing Agreement on behalf of your organization. You further agree to indemnify NCTRC for NCTRC's cost and expenses (including, but not limited to, attorney's fees, costs, and damages) to enforce this NCTRC email Licensing Agreement if you and/or your organization violate the terms of this agreement.

Signature *(handwritten or digital)*

Date

## NCTRC E-BLAST REQUEST

Individuals/organizations may request that NCTRC distribute information directly related to continuing education session content or micro-credential that has been pre-approved by NCTRC. Only continuing education session content that has been pre-approved by NCTRC within the past one year is eligible for promotion.

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 provided below.

This promotional request is directly related to the following continuing education session content or micro-credential that has been pre-approved by NCTRC - please list the NCTRC pre-approved continuing education session title; name of micro-credential here:

Please provide the following information for NCTRC to process the request in a timely manner:

Name of Continuing Education Provider/Organization:

URL:

*Note: The continuing education providers/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/organization's website.*

*Continued...*

The continuing education listing in NCTRC's e-Blast which is disseminated by NCTRC on a weekly basis will be determined by the date(s) noted on the request form below. The completed request form, payment, and signed agreement should be received by NCTRC at least thirty (30) days before the requested date(s) of the expected e-Blast publication. For any request(s) made less than thirty (30) days before the requested date(s) noted below, an expedited fee will apply.

Please select number of email distributions requested, the date(s) requested, and complete the fields below. For each e-Blast request, indicate if any are expedited requests:

**First e-Blast: \$200.00.** Date Requested Week of (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Second e-Blast: \$50.00.** Date Requested Week of (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Third e-Blast: \$50.00.** Date Requested Week of (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Fourth e-Blast: \$50.00.** Date Requested Week of (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Fifth e-Blast: \$50.00.** Date Requested Week of (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

## NCTRC CALENDAR LISTING REQUEST

Continuing education providers/organizations may request that NCTRC distribute information directly related to NCTRC pre-approved continuing education session content or micro-credential on NCTRC's online continuing education calendar. Only continuing education session content that has been pre-approved by NCTRC within the past one year is eligible for promotion.

NCTRC will maintain a continuing education event calendar on the NCTRC website. Continuing education providers/organization name, NCTRC pre-approved continuing education session title or name of micro-credential, and hyperlinked URL will be listed on the continuing education event calendar per the date(s) noted on the NCTRC continuing education event calendar listing application below.

This promotional request is directly related to the following continuing education session content or micro-credential that has been pre-approved by NCTRC - please list the NCTRC pre-approved continuing education session title; name of micro-credential here:

Please provide the following information for NCTRC to process the request in a timely manner:

Name of Continuing Education Provider/Organization:

URL:

*Note: The continuing education providers/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/organization's website.*

### Calendar listing fee: \$25/listing date.

The continuing education listing on the NCTRC continuing education events calendar will be determined by the date(s) noted on the application below. The completed 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. For any request(s) made less than thirty (30) days before the requested date(s) noted below, an expedited fee will apply.

*Continued...*

Please select number of Calendar Listings requested, the date(s) requested, and complete the fields below. For each Calendar Listing request, indicate if any are expedited requests:

**Calendar Listing: \$25.00.** Date Requested (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Calendar Listing: \$25.00.** Date Requested (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Calendar Listing: \$25.00.** Date Requested (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Calendar Listing: \$25.00.** Date Requested (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**Calendar Listing: \$25.00.** Date Requested (mm/dd/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

## NCTRC E-NEWS LISTING REQUEST

Continuing education providers/organizations may request that NCTRC distribute information directly related to NCTRC pre-approved continuing education session content or micro-credential on NCTRC's bi-monthly e-News under continuing education opportunities listing. Only continuing education session content that has been pre-approved by NCTRC within the past one year is eligible for promotion.

**NCTRC e-News publishing timeline/date is at the discretion of NCTRC staff and is scheduled to be published bi-monthly. NCTRC e-News bi-monthly publishing schedule: January/February; March/April; May/June; July/August; September/October; November/December.**

Continuing education providers/organization 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.

This promotional request is directly related to the following continuing education session content or micro-credential that has been pre-approved by NCTRC - please list the NCTRC pre-approved continuing education session title; name of micro-credential here:

Please provide the following information for NCTRC to process the request in a timely manner:

Name of Continuing Education Provider/Organization:

URL:

*Note: The continuing education providers/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/organization's website.*

### **NCTRC e-News listing fee: \$50/listing date.**

The continuing education listing in NCTRC e-News will be determined by the date(s) noted on the request below. The completed 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. For any requests made less than thirty (30) days before the requested date(s) noted below, an expedited fee will apply.

*Continued...*

Please select number of e-News Listings requested, the month/year requested, and complete the fields below. For each e-News Listing request, indicate if any are expedited requests. Choose the month/year request from the NCTRC e-News bi-monthly publishing schedule: January; March; May; July; September; November.

**e-News Listing: \$50.** Date Requested (mm/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**e-News Listing: \$50.** Date Requested (mm/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**e-News Listing: \$50.** Date Requested (mm/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**e-News Listing: \$50.** Date Requested (mm/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

**e-News Listing: \$50.** Date Requested (mm/year):

Additional \$25 expedited request fee applied. Fee applies to requests made less than thirty (30) days before the requested promotional date noted above.

## PAYMENT OPTIONS

The completed request form, payment and signed agreement should be received by NCTRC at least thirty (30) days prior to requested promotional dates noted above. Please note request fees, deadlines, and processing details listed on each promotional tool request form.

NCTRC accepts Credit Cards, Checks and Money Orders (payable to NCTRC in US Funds).

### NCTRC Credit Card and ACH Authorization Form

## National Council for Therapeutic Recreation Certification®

*Protecting and Promoting Since 1981*

845 639 1439

[nctrc.org](http://nctrc.org)



PROUD MEMBER OF  
**Institute for  
Credentialing  
Excellence**



NCTRC is a member of the Institute for Credentialing Excellence (I.C.E.) and the CTRS Credentialing Program is accredited by National Commission for Certifying Agencies (NCCA). "NCTRC®", "National Council for Therapeutic Recreation Certification®", "CTRS®", and "Certified Therapeutic Recreation Specialist®" are the registered trademarks of the National Council for Therapeutic Recreation Certification. Unauthorized use of any NCTRC trademark or confusingly similar mark is strictly prohibited. NCTRC does not warrant or guarantee the provision of competent services by certificants; NCTRC certification helps to demonstrate the certificant has met the requirements for the profession.

©2023 National Council for Therapeutic Recreation Certification® All rights reserved. Copying and distribution in any medium is strictly prohibited without prior NCTRC® written consent.