



CAPT 2023 Media Kit - Playground Magazine

The Canadian Association for Play Therapy (CAPT™) is the recognized expert among play therapy professionals and the leading force in promoting the importance of play therapy across Canada.

Vision of CAPT

- The Canadian Association for Play Therapy (CAPT) believes in the value of child psychotherapy and play therapy and its contribution to the mental, emotional, social and psychological well-being of families and children.
- The Association believes in advancing and promoting the understanding and value of play therapy, high standards of professional and ethical practice and advocating for our membership.
- The Association maintains a strong, professional organization and promotes professional training and current research in play therapy.

Affiliated with international play therapy organizations across the globe, CAPT is Canada's national play therapy association, offering the only play therapy training program of its kind internationally. Instructors are skilled child psychotherapists, play therapists, counselors, social workers, medical practitioners and clinicians who bring expertise on a wide variety of topics. All certified play therapists in Canada that have been accredited by CAPT, have reached the standards set by the industry and have received approval from the CAPT certification committee due to their expertise.

The Play Therapy Certificate Program is Approved by The Canadian Association for Play Therapy and the Association for Play Therapy in the United States.

Play Therapy: Helping Children Through Play

In the past several years, Play Therapy has been accepted and acknowledged as an important and valued approach for working with children and families. It is applied to people of all ages. Since children's experiences and knowledge are often communicated through play, it becomes an important vehicle for them to know and accept themselves and others.

Play therapy may also help to provide insight about and resolution of inner conflicts or troubled thinking. They may learn how to communicate with others, express themselves, and develop problem-solving skills.



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Over the past several years, play therapy has been accepted and acknowledged as an important and valued intervention. It can be used either as a primary or adjunct therapy in a variety of settings such as children's services, community agencies, psychiatric centres, hospitals, schools, seniors residences and women's shelters. Play therapists work with children individually, with their families and in group settings.

About Playground Magazine

Playground magazine is the official voice of The Canadian Association for Play Therapy, helping the association promote the understanding and value of play therapy.

Published bi-annually, **Playground** magazine is circulated among 1500 members and industry professionals. The membership is composed of industry experts including certified play therapists, psychotherapists, counselors, child psychologists, marriage and family therapists, government agencies, social work agencies, health groups, Health Canada, and affiliated associations in the U.S., including the Association for Play Therapy.

Consider This:

The growth potential for membership in CAPT over the next 3 to 5 years is expected to be significant. The association's goal, with the new National Board of Directors, is to expand from their 450 current members to a projected growth of as much as 3 times their current size!

Research

Play therapy is an emerging profession, growing exponentially in developed countries. There are exciting growth opportunities in the field. The evidence of Play Therapy is demonstrated through the American Psychological Association and the Association for Play Therapy in the U.S. and their many research programs and papers. Members access these on CAPT's website.



Advertising Rates for Playground Magazine

Advertisements	2023 “Playground Magazine” Rates plus 13% Harmonized Sales Tax (HST)
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	1 x	2 x
Outside Back Cover	\$550.00	\$475.00
Inside Front Cover	\$550.00	\$475.00
Full Page	\$500.00	\$450.00
Half Page Horizontal or Vertical	\$350.00	\$325.00
Quarter Page Horizontal or Vertical	\$250.00	\$225.00
Business Card Ad	\$175.00	\$150.00

Email newsletters	<ul style="list-style-type: none"> • \$75.00 for one small ad with a link to your full webpage ad. <p style="color: red; margin: 0;">The Harmonized Sales Tax (HST) will be added to all prices</p>
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Production Specifications

The following are the specifications for the advertisements:

Dimensions:

- Full page:** 8.5” x 10.75” (1)
- Half page:** 7” x 4.5” (horizontal)
- Half page:** 3.375 x 9.75” (vertical)
- Quarter page:** 3.375” x 4.5” (vertical)
- Business card:** 3.5” x 2” (horizontal)
- Business card:** 2” x 3.5” (vertical)

(1) Include bleeds (0.25” on each side) and crop marks for full page ads, as well as for inside cover ads.

(2) Only full page and cover ads require bleeds, other dimensions do not bleed.

Colour: CMYK (Process)



File Types:

<u>Acceptable</u>	Not Acceptable
InDesign CS (Mac): please include Mac fonts and support image files Adobe Acrobat: "Press Optimized" (please 'outline' fonts prior to creating pdf file) Vector: .eps; .ai; .cdr (please 'outline' fonts) Bitmap: .psd; .tif; .jpg (files must be 300dpi @ 100% output dimension)	.gif (this is for web use only) Microsoft Word (unless the ad is text only, no graphics)

Website Advertising – Please contact:	Please send advertisements to:
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Print Date: April 2023

Deadline for Ads: March 15, 2023

For questions: Please call: Scott Kettles (905) 945-5905 or

email: scott@canadianplaytherapy.com