

# BAcC Advertising and Marketing Guidelines

British  
Acupuncture  
Council



[www.acupuncture.org.uk](http://www.acupuncture.org.uk)

# BACc Advertising and Marketing Guidelines

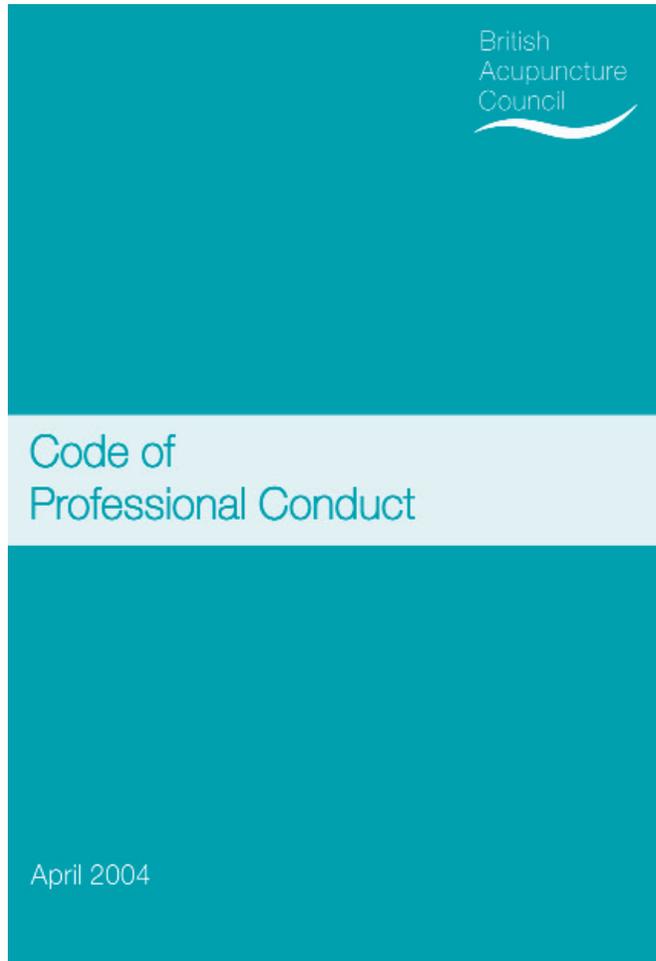
The BACc Advertising and Marketing Guidelines have been put together to help guide and inform you when creating your advertising and marketing material.

This is broken into sections:

Section 1	BACc Codes of Professional Conduct
Section 2	Advertising Standards Association (ASA) and Committee of Advertising Practice (CAP)
Section 3	BACc Leaflet Text and BACc Members' Logo
Section 4	Advertising in The Acupuncturist
Section 5	Yellow Pages and Thomson Directory

## Section 1 - BAaC Codes of Professional Conduct

As a member of the Council, you have agreed to be bound by the Codes of Professional Conduct and Safe Practice and to submit to the jurisdiction of the BAaC conduct committees. Please see below relevant extracts from the Code of Professional Conduct.



### Advertising standards

38. All advertising must be legal, decent, honest and truthful and must conform to relevant guidelines in the British Code of Advertising Practice, as well as the current guidelines of the BAaC. Your advertisements may include information about any non-acupuncture qualifications and special interests that you may have, but must not make claims of superiority or disparage professional colleagues or other professionals. You must not use the BAaC logo in any advertising without the explicit authority of the BAaC. This does not include block advertisements in Yellow Pages or Thomson Directory.

39. Advertising must not mislead or deceive. It must not be sensational and make unrealistic, self-laudatory, or extravagant claims. Neither its content nor the manner in which it is distributed should be such as to put prospective patients under pressure. Advertising must not create unjustified expectations about the length or type of treatment or its prospects for relieving the condition concerned. Claims to cure conditions, as distinct from relieving symptoms, are strictly prohibited.

### Placing and distribution of advertisements

40. You must ensure that advertisements appear in surroundings appropriate to professional advertisements, and are distributed by similar professional means. When advertising in conjunction with practitioners of other therapies you must take reasonable steps to ensure that those other therapies are also registered with bona fide professional bodies.

If you have any queries regarding the Codes please contact the Ethics Department on 020 8735 1205.

## Section 2 - Advertising Standards Association (ASA) & Committee of Advertising Practice (CAP)



The United Kingdom advertising industry is governed by codes of practice designed to protect consumers and create a level playing field for advertisers.

The Codes are the responsibility of two industry Committees of Advertising Practice: CAP (Broadcast) and CAP (Non-broadcast) and are independently administered by the Advertising Standards Authority (ASA). The ASA is responsible for ensuring that advertisers follow the Codes. It handles complaints about broadcast and non-broadcast advertisements and carries out research on many subjects related to advertising regulation.



The Codes require that advertisers must have proof to back up any claims made. Marketing communication should not mislead, or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise. Medical and scientific claims made about health-related products, including acupuncture, should be backed by evidence of trials conducted on people where appropriate. Substantiation will be assessed by the ASA on the basis of current scientific knowledge.



To date there have been very few adjudications brought against acupuncturists. However, in recent months we have seen CAP clamping down on Yell.com, which has had an effect on our members' private advertisements. We have also recently been informed by the department for Business Enterprise and Regulatory Reform (BERR) that the law protecting consumers against unfair trading will be the same across the European Union; the Consumer Protection from Unfair Trading Regulations will implement the Unfair Commercial Practices Directive (UCPD) in the UK. The Directive introduces a general duty not to trade unfairly and seeks to ensure that traders act honestly and fairly towards their customers. For further information log onto <http://www.berr.gov.uk/files/file46035.pdf>

Such incidents, together with the continually rising profile of acupuncture, have led to the BAcC Marketing Committee's decision to submit all future marketing material to the CAP Copy Advice team. They will let us know if our material complies with the Code and if not, how we can bring it into line. We are recommending that members do the same with their own marketing material.

**Please note CAP has approved the BAcC leaflet text, please refer to Section 3**

## CAP Copy Advice

It is a professional consultation service for advertisers and marketers that is fast, free and confidential. Every adviser has a thorough understanding of the CAP Code and up-to-date knowledge of ASA adjudications and can explain potential problems to you. CAP has a turnaround service of 24 to 48 hours.

For information on CAP visit [www.cap.org.uk](http://www.cap.org.uk) or telephone 020 7492 2100 or email [copyadvice@cap.org.uk](mailto:copyadvice@cap.org.uk)

To learn more about advertising restrictions relevant to acupuncture you can download CAP's 'Help Note on Health, Beauty and Slimming Marketing that Refers to Ailments' from

[http://www.asa.org.uk/NR/rdonlyres/D8C872FB-22A2-46E4-8EE8-667E98B15605/0/ailments\\_health\\_beauty\\_slimming.pdf](http://www.asa.org.uk/NR/rdonlyres/D8C872FB-22A2-46E4-8EE8-667E98B15605/0/ailments_health_beauty_slimming.pdf)

**The only area over which neither CAP nor ASA have any jurisdiction is your website.**

## Section 3 – BAcC Leaflet Text and Members' Logo

### BAcC Leaflet Text

Our leaflet text is CAP approved and is available for your use. Log on to the Members' area of the website and select Resources/Marketing where you will find a document saying ' BAcC Leaflet'. You can cut and paste the text.

### Members' Logo



The Members' logo has been created for you to use on your promotional material. Please read the terms and conditions in the BAcC Members' Logo Guidelines, as these tell you where and when you can use the logo. In order to access the Members' logo and the guidelines you should log on to the Members' area of the BAcC website and select Resources/Marketing. This will then lead you to a page where you can read the guidelines and download all the logo's file formats. The Members' logo is available via the Members' area of the website and through the BAcC office.

The BAaC grants to the users identified below permission to use and display the BAaC Members' logo (herein referred to as the 'logo') subject to the user agreeing to the following terms and conditions:

1. Use of the logo is restricted to an individual who is a full member of the BAaC (hereinafter referred to as the user). Permission to use the logo ceases immediately when the user ceases to be a full member of the BAaC.
2. Use of the logo shall create no rights for users in or to the logo or its use beyond the terms and conditions. The BAaC retains the copyright of the logo and has the sole and exclusive intellectual property of the logo.
3. The logo must not be revised or altered in any way, and must be displayed in the same form and colour as produced by the BAaC.
4. The logo must be used in accordance with the specifications and purpose set out in the BAaC Members' Logo Guidelines.
5. The logo must never be used independently of the term 'MEMBER'.
6. The user must not use the logo in such a manner as to infer that a clinic, partnership or other individual holds membership of the BAaC.
7. The user shall not grant permission to any other person to use the logo.
8. The logo must be used in a professional manner and can be used on the user's business cards, letterhead, compliments slips, literature, website, electronic templates, PowerPoint presentations, advertisements, posters, receipt books, as well as in the Yellow Pages and Thomson Directory. Notwithstanding the foregoing, the logo may not be used in any manner that, in the sole discretion of the BAaC: discredits the BAaC or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterises the relationship between the BAaC and the user.
9. The user acknowledges that the BAaC assumes no liability in respect of any use by the user of the logo.
10. Without notice, the BAaC reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether wilful or negligent, is not in strict accordance with the terms and conditions, or could otherwise discredit the BAaC or tarnish its reputation and goodwill.
11. Breach of these terms and conditions may constitute a breach of the BAaC's Code of Professional Conduct and may result in disciplinary action.
12. The BAaC reserves the right to withdraw the logo without notice.

## Section 4 - Advertising in The Acupuncturist

Below is information on advertising in The Acupuncturist

Guidelines for acceptance of advertisements are as follows:



The Acupuncturist advertising policy arises out of our editorial policy, and we will assess the appropriateness of an advert in line with this policy. In particular, we will consider any text or images within an advert in terms of how they represent the acupuncture profession. We will use our professional judgement in determining whether or not an advert is appropriate for The Acupuncturist

- it is the responsibility of advertisers to ensure that submitted adverts support BAcC standards of professional conduct and safe practice. Nor should any advertisement make any claims at the expense of other BAcC members or educational institutions
- if there is sufficient time prior to the copy deadline, any advert judged inappropriate by the Editorial Committee will be returned to the advertiser with their suggestions as to how it may be made acceptable. The Editorial Committee accepts no responsibility or liability for any consequences arising from an advert not appearing in The Acupuncturist
- acupuncture undergraduate courses will only be permitted to be advertised by institutions which have reached Stage One (Provisional) Accreditation or above. Postgraduate courses in acupuncture are considered on an individual basis, subject to BAcC policies at the time of publication
- any individual advertising for employment via The Acupuncturist must be a member of the BAcC
- The Acupuncturist does not accept any advertorial features or articles
- The Acupuncturist advertising facility is focused on advertising courses, services and other items/issues judged to be relevant to BAcC members
- The Acupuncturist reserves the right to limit any organisation to a maximum of one half-page

advertisement per issue

- submission of any advertisement to The Acupuncturist does not guarantee its acceptance.

[ADVERTISEMENT SIZES AND RATES](#)

(Correct as of 2008 but maybe subject to amendment)

Size	Dimensions (h x w)	Educational rate	Commercial Rate
Eighth page horizontal	62mm x 82mm	£40	-
Quarter page	130mm x 82mm	£70	£90
Half page horizontal	130mm x 170mm	£120	£160
Half page vertical	266mm x 82mm	£120	£160

Classified advertisements are free of charge if the subject matter directly benefits BAAC members.  
Maximum 35 words, text only, no box.

## ARTWORK

We require print-ready artwork in the formats detailed below.

All advertisements are printed in black and white.

If you would like our designers to lay out your advertisement, there will be an additional charge of £75.

Please supply artwork in only one of the following formats:

- Acrobat PDF

Adobe Acrobat pdf file. Print or press optimised. 300dpi with images and fonts embedded.

- JPG

JPG file.

300dpi with all images and fonts embedded.

All files should be converted to greyscale before sending

You can either email your advertisement [editor@acupuncture.org.uk](mailto:editor@acupuncture.org.uk), or send it on CD-ROM to the BAAC office.

## INVOICING AND PAYMENT

Please provide your invoice address when you send the advertisement; we will invoice you on publication of the newsletter. If you are a new advertiser, we will ask you for payment in advance for the first advert placement.

Cheques should be made payable to the 'British Acupuncture Council', and sent to:  
Ann Gordon, British Acupuncture Council, 63 Jeddo Road, London W12 9HQ

## COPY DEADLINES FOR 2008

Issue	Copy Deadline	Publishing/ Mailing
Winter 08	Jan 7	Feb 12
Spring 08	Mar 14	Apr 23
Summer 08	May 23	Jul 1
Late Summer 08	Aug 1	Sep 8
Autumn 08	Oct 10	Nov 18

NB Even if your advertisement is a repeat that remains the same from issue to issue throughout the year, it is your responsibility to resubmit the copy before each deadline. Advertisements received after the copy deadline will not be included but can be resubmitted for the next issue if still relevant.

## FLYERS

In 2003 the BAcC offered all members the opportunity to opt out of specific mailings such as 'equipment' or 'herb courses' etc. As most flyers are likely to fall within one of the categories on the opt-out form, we are unable to accept flyers for distribution with The Acupuncturist or other blanket BAcC mailings.

The alternative is to buy mailing labels from us (subject to the flyer meeting the advertising guidelines above) and a specific list of members will be drawn from the database to include all members who have not 'opted out' for that category of flyer.

The cost per mailing label is currently 5p for educational and non-profit ventures and 20p where commercial gain is involved (10p for institutions which have reached Stage One (Provisional) Accreditation or above, and BAcC members). Labels may take up to 28 days for delivery.

## Section 5 - Yellow Pages and Thomson Directory

The BAAC has a corporate rate agreement with the above directories. In order to be part of the corporate rate you need to contact Yellow Pages or Thomson Directories direct.



Yellow Pages telesales department: 0800 371755

Thomson's telemarketing sales department: 01252 390401

The rules that Yellow Pages and Thomson Directories must abide by for the corporate advertisement are: The member's name must appear on one line in bold upper case followed by MBAC. No other initials are allowed after the member's name. Clinic name, address and telephone numbers appear underneath in lower case. Website and email address can be included. At the very bottom, in small italics members can include further practice addresses, information on parking, or whether they do home visits. No other information can be included, ie advertisements may not include information about any non-acupuncture qualifications and special interests that you may have, and you must not make claims of superiority or disparage professional colleagues or other professionals.

Once a corporate advertisement is placed a draft is sent to the BAAC to verify that you are a member and that the information is correct. If you wish to make any changes later on, please contact the directories.



Please note, you can choose to take out a private advertisement with these directories, for which we are not responsible. Yellow Pages requires that your text is in line with the Committee of Advertising Practice (CAP). Please look at section 5 for more information on Advertising Standards Association (ASA) and Committee of Advertising Practice (CAP).

You may use the new Members' logo for your corporate and individual advertisements subject to the terms and conditions detailed in section 3 below.

## Contact Details

If you need any help or have any questions about the various codes, advertising in The Acupuncturist, or the Members' logo, please contact us for advice.

British Acupuncture Council

63 Jeddo Road

London W12 9HQ

Tel 020 8735 1217

Fax 020 8735 0404

Email [charlotte@acupuncture.org.uk](mailto:charlotte@acupuncture.org.uk)

**May we take this opportunity to thank you again for becoming a member of the BAcC and wish you every success in your practice.**

The BAcC Marketing Team