



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

Founded in 1972, The Canadian Association for Child and Play Therapy believes in the value of play therapy and its contribution to an individual's mental, emotional, social and psychological well being.

The Association believes in advancing and promoting the understanding and value of play therapy, high standards of professional and ethical practice, and advocating for its membership.

To maintain a strong, professional organization, CACPT promotes professional training and current research in play therapy.

Affiliated with international play therapy organizations across the globe, CACPT is Canada's national play therapy association, offering the only play therapy training program of its kind in Canada. Instructors are skilled play therapists who bring expertise on a wide variety of topics. All certified play therapists in Canada have been accredited by CACPT or have received approval from the CACPT certification committee due to their expertise.

The Play Therapy Certificate Program is Accredited by The Canadian Association for Child and Play Therapy, and the Association for Play Therapy in the U.S.

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. It is generally employed with children between the ages of 3 to 10, providing a way for them to express their experiences and feelings through a natural, self-guided, self healing process. 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.

Specifically, play therapy is the strategic use of toys and play to aid children in expressing matters that are troubling them. It is especially helpful with children, as often they are lacking the verbal language to effectively express their feelings. It is recommended for children who are experiencing difficulties in the home, school or community. Toys become their method of communication, and through play, therapists can help them to develop more adaptive behaviours.

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

Over the past several years, play therapy has been accepted and acknowledged as an important and valued approach for working with children. It can be used either as a primary or adjunct therapy in settings such as children’s services, community agencies, psychiatric centres, children’s hospitals, schools, 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 Child and Play Therapy, helping the association promote the understanding and values of play therapy.

Published bi-annually, **Playground** magazine is circulated among 2500 plus members and industry professionals. The membership is comprised of industry experts including registered 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 American Play Therapy Association.

Consider This:

The growth potential for membership in CACPT 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 8 times their current size!

Research

Play therapy is an emerging profession, growing exponentially in developed countries with strong child welfare programs. There are exciting growth opportunities in the field. In fact, Play Therapy International estimates are that over 10,000 practitioners using play therapy skills are required in Canada.

Country	Practitioners Required	Trained Practitioners	Potential Gap
Canada	10,500	3,000	10,200
United States	60,000	4,000	56,000
Ireland	1,250	100	1,150

Advertising Rates for Playground Magazine

Advertisements	Spring "Playground Magazine" Rates Plus 5% GST	
	1 x	2 x
Outside Back Cover	\$510.00	\$495.00
Full Page	\$469.00	\$439.00
Half Page Horizontal	\$350.00	\$330.00
Quarter Page Horizontal or Vertical	\$230.00	\$210.00
Business Card Ad	\$150.00	\$140.00
E-newsletters	<p>If you purchase an advertisement of a full, half or quarter page in the Playground Magazine, for \$50 extra, you will be given the opportunity to place a small ad in two of our upcoming CACPT e-newsletters. If you submit for 2X in the Playground Magazine for the same sized ads, you will be given a small advertisement for \$100 in 4 of our e-newsletters. Regular price for e-newsletters is \$50.00 each.</p>	

Production Specifications

The following are the specifications for the advertisements:

Dimensions:

- Full page: 8.375" x 10.875" (1)
- Half page: 7" x 4.25" (horizontal)
- Quarter page: 4.75" x 3.375" (horizontal)
- Quarter page: 3.375" x 4.75" (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>	<u>Not Acceptable</u>
InDesign CS (Mac): please include Mac fonts and support image files	.gif (this is for web use only)
Adobe Acrobat: “Press Optimized” (please ‘outline’ fonts prior to creating pdf file)	Microsoft Word (unless the ad is text only, no graphics)
Vector: .eps; .ai; .cdr (please ‘outline’ fonts)	
Bitmap: .psd; .tif; .jpg (files must be 300dpi @ 100% output dimension)	

Please send advertisements to:

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