



ICF Advertising Rate Information & Insertion Form

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Interested in connecting with ICF's global membership? There are several ways to do so, including advertising in our monthly newsletter, *Coaching World*, and/or on Coachfederation.org.

Discounts are available for multiple month contracts as well as for groups to advertise in both *Coaching World* and on Coachfederation.org.

Please contact the ICF for more information. Start connecting with coaches from around the world today!

Website Ad Options

Ad Size	Single month	Three months (price per month)	Six months (price per month)
120 x 240 pixels	\$990	\$935	\$825
300 x 250 pixels	\$935	\$825	\$770
125 x 125 pixels	\$605	\$550	\$495

All three ad spots are available on the home/index page of Coachfederation.org as well as the majority of the site. Please note that multiple ads will run in each location and rotate every 30 seconds.



Coaching World Ad Options

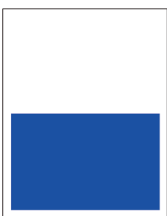
Ad Size	Single month	Three months (price per month)	Six months (price per month)
1/2 page	\$990	\$88	\$770
1/4 page	\$770	\$660	\$550
1/3 page	\$605	\$495	\$440
1/6 page	\$385	\$358	\$330
1/8 page	\$193	\$165	\$138

Discounts Available

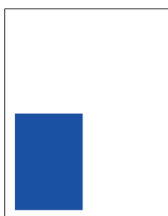
Advertise in both *Coaching World* and on ICF's website for one month and receive a 10 percent discount!

Receive a 15 percent discount when you book ads in both for 3 or more months!

1/2 page



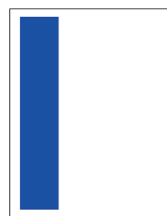
1/4 page



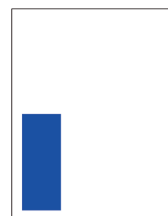
1/3 page hort.



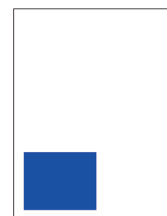
1/3 page vert.



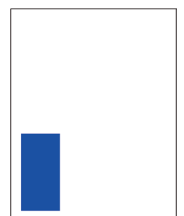
1/6 page vert.



1/6 page hort.



1/8 page



ICF Advertising Specifications/Instructions

ICF does **not** permit the following types of actions for advertisers:

- Blind downloads (cloaking software in other downloads)
- Browser manipulation (altering customary settings so user cannot regain control)
- Keystroke tracking (monitoring a consumer's keystrokes to obtain passwords, identification)
- Unclear origin of ads (hiding or obscuring the source of an ad, web page or email)

Coaching World Advertisements

Advertisements for the ICF's monthly member newsletter, *Coaching World*, must be received by the 20th of the month prior to the next month's newsletter distribution (e.g. by January 20 for the February issue). Newsletters are made available to the ICF membership at the beginning of each month. Ad campaigns may be delayed if any required information is missing or if artwork is not properly formatted. Any element(s) not meeting specifications will be returned for revision.

General Requirements

- High resolution (300 dpi) GIF, JPEG, EPS and PDF files accepted upon approval.
- Creative must adhere to any and all trademark and copyright laws
- Please provide destination URL – please note that the ICF cannot track clickthroughs for *Coaching World* ad.

Advertisement Size Requirements (sizes are in inches, Width x Height)

- 1/2 page 7.7 x 5
- 1/4 page 3.5 x 5
- 1/3 page Vertical: 2 x 10 Horizontal: 7.5 x 3.0
- 1/6 page Vertical: 2 x 5 Horizontal: 3.75 x 3
- 1/8 page 2 x 4

ICF Website Advertisements

Coachfederation.org advertisements can generally be posted within several business days. Ad campaigns may be delayed if any required information is missing or if artwork is not properly formatted. All creative must be tested and approved by the ICF prior to an ad campaign's start. Any element(s) not meeting specifications will be returned for revision.

General Requirements

- GIF and JPEG ads are accepted, upon approval.
- Creative file size may not exceed 25K.
- Creative must adhere to any and all trademark and copyright laws.
- Please provide destination URL (click throughs can be tracked).

Terms

- Advertising production available at an additional charge.
- Publisher will repeat last ad on file when new ad copy is not received by deadline.
- Please note that advertisement contracts are not final until an authorized signature has been received from the company/person advertising and the ICF has reviewed and determined if appropriate space is available to meet a request.
- Advertisements must be readily distinguishable from editorial content and the word "Advertisement" shall be added.
- Ads may not include unnecessary capitalization (such as 'FREE'). Acronyms may be capitalized.
- Symbols may not be used to substitute for letters (e.g., "\$ave" instead of "save").
- All advertising is subject to the ICF's approval and the ICF reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted, or published. Acceptance of the advertisement by the ICF shall in no way constitute endorsement or recommendation by the ICF for the contents of the advertisement or the product or service advertised.