

## ADVERTISING -ICF Minnesota

### Advertising Options

Advertising with the International Coach Federation – Minnesota Chapter is easy! Just pick the options that work best for you!

Prices in green are included in Sponsorship packet.

<b>Website Advertising</b>	<b>Investment</b>
Home page	\$1,000 per year
Sub-page	\$500 per year
<b>Newsletter Ads (Catalyst)</b>	
Newsletter: ad up to 125 words and logo/image	\$100
Newsletter: ad up to 250 words and logo/image	\$150
3 consecutive Newsletter ads: Same ad up to 125 words	\$250
3 consecutive Newsletter ads: Same ad up to 250 words	\$400

### Who to Contact

For more information on advertising options, contact:

Communication Chair, [communications@ICFMinnesota.org](mailto:communications@ICFMinnesota.org)

Communication Chair, Michon Willman at [michon@vivashe.com](mailto:michon@vivashe.com) or 952-240-6503

Communication Co-Chair Theresa Nutt at [Theresa@TheresaNutt.com](mailto:Theresa@TheresaNutt.com)

### Payment : invoiced by Christopher Johnson

#### *ICF Minnesota's Newsletter Advertisements*

*Advertisements for the ICF Minnesota monthly newsletter the Catalyst must be received two weeks prior to newsletter distribution. Newsletters are made available to the entire ICF Minnesota email list of more than 1,000 subscribers at the beginning of each month. Additionally, the newsletter is posted on*

*our website. 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) PNG or JPEG files accepted upon approval*
- *Horizontal ad size no larger than 600px wide, vertical ad size no larger than 300px wide*
- *Creative files must adhere to any and all trademark and copyright laws*
- *Please provide Destination URL – please note that the ICF Minnesota cannot track click throughs for ads*
- *Text and images must be received AD ready. ICF Minnesota will not edit content or graphic*

### **ICF Minnesota Website Advertisements**

*Website advertisements can generally be posted within ten business days. Ad campaigns may be delayed if any required information is missing or if artwork is not properly formatted. All creative files must be approved by the Communications Chair or Co-Chair, or Sponsorship Chair prior to an ad campaign 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 500 KB*
- *Creative files must adhere to any and all trademark and copyright laws*
- *Please provide Destination URL*

### **ICF Minnesota 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)*

*Educational material can be submitted at no cost, and must be reviewed by the Executive Board, Communication Chair or Co-chair. Educational articles, material, copy must be designated as Educational and cannot be used to promote their products or services in the article.*

*Changes to the original ad copy will incur an additional charge of \$25.00*

*Introductory block ads will appear in the advertising column on the left of the Home Page and most other pages. Advertisements will be placed in the order in which they were received. We cannot guarantee the exact placement of any ad.*

*Other guidelines for Website advertising:*

- *High-resolution log and/or introductory block (300 dpi) jpeg or gif that is not more than 175 pixels by 525 pixels. This block will be posted in the Advertisers column on the home page and several other pages.*
- *You may choose that your introductory block link to your full advertisement on the advertiser's page. This should be a high resolution gif or jpeg file not larger than 175 px by 525 px or an external web page-you provide the address.*

- *Artwork and content must be approved and payment received prior to posting your ad*
- *Ads are subject to approval of ICF Minnesota*

*Terms:*

- *For multiple months, publisher will repeat last ad on file when new ad copy is not received by the deadline.*
- *Please note that advertisement contracts are not final until an authorized signature has been received from the company/person advertising and ICF Minnesota Communication Chair or Co-Chair 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.*
- *All Advertising is subject to the ICF Minnesota approval and the ICF Minnesota 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 Minnesota shall in no way constitute endorsement or recommendation by the ICF Minnesota for the contents of the advertisement or the product or service advertised.*
- *We do not do individual marketing using our mailing list.*

For more information, please email Communication Chair , Co-Chair or Sponsorship Chair at ICF Minnesota.

- ❑ **Partnership:** Sustained relationship with ICF-MN. Annual committed level of support to receive a wide array of marketing/advertising benefits to reach chapter audiences (events, website, Catalyst newsletter).
- ❑ **Sponsorship:** Support specific ICF-MN events to receive marketing/advertising opportunities within the venue.
- ❑ **Advertiser:** Paid subscription to reach ICF-MN audiences via chapter communications (Catalyst, website).

