





# About Coach Link

Coach Link is a professional bi-monthly electronic newsletter provided to members and subscribers of the International Coach Federation Australasia. Coach Link is centered around the concept of 'Advancing the art, science and practice of professional coaching and is designed to keep members up to date on current issues as well as to provide useful resources assisting them to grow their coaching businesses.

The tone of Coach Link is always strong, professional and positive.

## Editorial Policy:

It is an editorial policy of Coach Link that articles contributed containing excessive self-promotion of the contributor shall not be published. In this case, the contributor will be requested to amend the article. It is important to understand and agree that Coach Link is provided for the benefit of all members and cannot be seen to favour the promotion of one member over others.

In addition, individual contributors will not be entitled to view an article in its entirety after editing and before it goes to print.

## General Notes:

By accepting this brief you agree to supply the above article by the due date and within the specified word count.

By accepting this brief you also agree to be bound by these conditions.


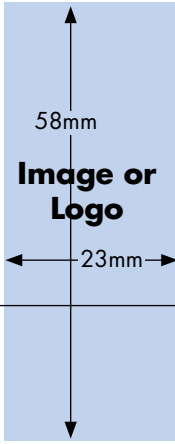
## Advert. Template – ‘Eighth Page’ and ‘Quarter Page’

Your advert will be designed according to the following specifications, please provide your image or logo, Title, Body Text and your Contact details. Your advert will be in a white box that is separated by a coloured background.

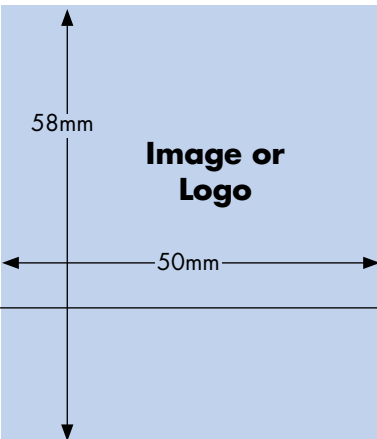
Please note: Image and Logo files supplied must be good quality (above 150 dpi).

File format accepted: JPEG, TIFF, PDF, AI, and EPS.

### Eighth Page Advert.

 <p><b>Promote Your Business</b></p> <p>Promoting your business may seem challenging and expensive but if articulated efficiently it is relatively simple. Communicating your message on many levels is the key. Websites, newsletters, brochures and proofreading all contribute to your message. Anna Cairo can work with you to communicate your message efficiently on many levels. Contact her to see how she can assist you to develop effective and professional marketing materials to advertise your message to prospective clients.</p> <p>For more information Mobile: 0417 010 877</p> <p><a href="http://www.annacairo.com">www.annacairo.com</a></p>	<div style="border: 1px solid black; padding: 10px;"> <div style="display: flex; align-items: center;"> <div style="text-align: center; margin-right: 20px;">  <p>58mm</p> <p><b>Image or Logo</b></p> <p>23mm</p> </div> <div> <p><b>Title - max. 25 characters incl. space</b></p> <p><b>Body Text:</b> Max 500 characters including space. (Approximately 70 words)</p> <p>* Please take into account that paragraph breaks in the Body Text will drastically shorten the maximum word count.</p> </div> </div> <div style="margin-top: 20px; display: flex; align-items: center;"> <div style="flex-grow: 1;"> <p>For more information Contact details - 2 lines (Max 35 characters including space <b>per line</b>)</p> <p><a href="http://www.yourwebsite.com">www.yourwebsite.com</a> (max. 30 chtrs.)</p> </div> <div style="margin-left: 20px; text-align: right;"> <p>64mm</p> <p>96mm</p> </div> </div> </div>
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### Quarter Page Advert.

 <p>58mm</p> <p><b>Image or Logo</b></p> <p>50mm</p>	<p><b>Title - max. 50 characters incl. space</b></p> <p><b>Body Text:</b> Max 950 characters including space. (Approximately 140 words)</p> <p>* Please take into account that paragraph breaks in the Body Text will drastically shorten the maximum word count.</p> <p>For more information Contact details - 1 line (Max 70 characters including space)</p> <p><a href="http://www.yourwebsite.com">www.yourwebsite.com</a> (max. 65 chtrs.)</p>
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64mm

196mm

### ICFA eNewsletter Production Schedule

Issue	Editorial Deadline	Advertising Booking Deadline	Advertising Material Deadline	Sent to Members
Feb/Mar 11	Fri 14 Jan	Wed 12 Jan	Mon 17 Jan	Fri 4 Feb
Apr/May 11	Fri 18 Mar	Wed 16 Mar	Mon 21 Mar	Fri 8 Apr
Jun/Jul 11	Fri 13 May	Wed 11 May	Mon 16 May	Fri 3 Jun
Aug/Sep 11	Fri 15 Jul	Wed 13 Jul	Mon 18 Jul	Fri 5 Aug
Oct/Nov 11	Fri 16 Sep	Wed 14 Sep	Mon 19 Sep	Fri 7 Oct
Dec 11/Jan 12	Fri 11 Nov	Wed 9 Nov	Mon 14 Nov	Fri 2 Dec

## Booking Form

Company Name: \_\_\_\_\_ ABN: \_\_\_\_\_

Company Representative: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

### Advertising Rates:

#### Discounted price for Bookings of 6 Issues (10%)

Ad Size (tick ad size)	Member Rate	Non-Member Rate	Ad Size (tick ad size)	Member Rate	Non-Member Rate
Full Page (1 only) <input type="checkbox"/>	\$660.00 per issue	\$880.00 per issue	Full Page (1 only) <input type="checkbox"/>	\$594.00 per issue	\$792.00 per issue
Quarter Page <input type="checkbox"/>	\$308.00 per issue	\$462.00 per issue	Quarter Page <input type="checkbox"/>	\$277.20 per issue	\$415.80 per issue
Eighth Page <input type="checkbox"/>	\$166.00 per issue	\$330.00 per issue	Eighth Page <input type="checkbox"/>	\$148.50 per issue	\$297.00 per issue

(All prices inclusive of GST)

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### Issues to Appear:

Dec/Jan Issue     Feb/Mar Issue     Apr/May Issue     Jun/Jul Issue     Aug/Sep Issue     Oct/Nov Issue

### Authorisation:

I, \_\_\_\_\_ agree to take up the advertising agreement as stated above in accordance with the terms and conditions set below by the ICFA.

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment Details:

**Credit Card:**  Visa     MasterCard

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_ CCV: \_\_\_\_\_

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I authorise the ICFA to deduct the payment on booking as agreed above using these credit card details.

### OR Direct Deposit:

Account Name: **International Coach Federation Australasia**    BSB: **112879**    Account Number: **119 178 931**

Please ensure your name is recorded in the transfer memo.

### Terms & Conditions

Coach Link is a professional bi-monthly electronic newsletter provided to members and subscribers of the International Coach Federation of Australia. Coach Link is centered around the concept of 'Advancing the art, science and practice of professional coaching' and is designed to keep members up to date on current issues as well as to provide useful resources assisting them to grow their coaching businesses. The tone of Coach Link is always strong, professional and positive. To achieve this goal and to grow our brand, it is important that we maintain a high standard or advertising. By advertising in the ICFA eNewsletter you agree to the terms, conditions and disclaimers held herein as amended from time to time.

#### General

- All advertising in the ICFA eNewsletter must be based on sound facts and provided with positive intention towards our readers. We have the right to reject any request for advertising if we feel your product or service is not beneficial for our readers or in alignment with the values of the ICFA eNewsletter.
- As an advertiser you must not hold yourself out to be a representative or agent of ICFA in any way.
- ICFA (and its associates), are not responsible for any action taken by any person or organisation against you as a result of information contained in or accessed through the magazine.
- Should your artwork not be received by the Advertising Material Deadline provided, it is at the discretion of the ICFA and Indigo Productions as to whether your artwork will be included in the current issue

#### Acknowledgement, Specifications & Deadlines

- It is the responsibility of the advertiser to ensure all information provided is factual and free of

errors. We will not be responsible for checking for errors or otherwise. We will be under no liability in respect of any errors arising from materials or specifications provided to us by you.

- All advertising material supplied to the ICFA eNewsletter must comply with our specifications and deadlines.
- You acknowledge that while all reasonable attempts will be made to contact you for approval of artwork, where we are unable to receive final approval from you prior to the deadline, your booked advertisement will run as designed.
- You acknowledge and agree that variation in colour between digital files and completed goods are likely to occur due to the differences in equipment, paper, inks and other conditions between colour proofing and production pressroom operations.

#### Cancellation

- Advertising packages for three or more issues are non-cancellable on the basis that the per issue cost is based on a multiple issue commitment.
- Orders for advertising services may only be cancelled (without charge) before the booking deadline.
- Cancellation of an order for advertising services after the booking deadline forfeits any deposit paid.
- Orders for design services may be cancelled at any time, provided that the advertiser remains liable to pay the full price for the relevant design service.

#### Payment

- 100% payment will be payable upon booking of advertising.