

Advertise with Us

Thank you for your interest in advertising with ICF Australasia to raise awareness of your program, event, product or service.

You can reach ICF Members and other current and prospective coaches by promoting your product or service on <http://www.icfaustralasia.com> and/or with an ad in the monthly Professional Development newsletter.

ICF Australasia's website is independent from ICF Global website though there are many links.

Offering a wealth of resources and links to new and seasoned coaches, the ICF Australasia website receives substantial traffic each month, averaging nearly 15 000 page views.

ICF Australasia's Virtual Professional Development eNewsletters reach 2800 members and non-members primarily located throughout Australia and New Zealand.

GET NOTICED TODAY!

What you can advertise?

The ICF Australasia website and eNewsletters are ideal locations to promote goods and services of interest to the Australian and New Zealand coaching community. Advertising is accepted subject to the guidelines provided by ICF Global.

- Coach-training programs wishing to advertise must hold ICF accreditation.
- Schools/Providers can promote their ICF Accredited (ACTP) or Approved Program (ACSTH), as can programs that have been allocated Continuing Coach Education Units (CCEUs).
- An individual coaching practitioner wishing to advertise must be an ICF-Credentialed Member.
- Coaching Tools are acceptable because these are considered a tool and not coaching

Please contact admin@icfaustralasia.com for further information.

How The Ads will Appear on the Website

Home Page Advertising

Your ad will appear as a single advertisement in a rotation of up to six advertisements on the home page at 300px wide.

Inner Page Advertising

Your ad will appear in a block of three advertisements in rotation at 220px wide in subsequent pages.

Please note that no advertising will appear on pages with content on ICF Credentials and ICF Program Accreditation.

File Specifications

Max size 200 Kb

Gif or jpeg

Filename in the title of your ad in lowercase with dashes (-) or underscores (_) instead of spaces

All filenames should be in lowercase with dashes (-) or underscores (_) instead of spaces

Home Page Ads: 300 x 300 pixels
Inner Page Ads: 240 x 240 pixels

Provide destination URL (click-throughs can be tracked)

Sample View:

Home Page

Subsequent Pages



eNewsletter Advertising

ICF Australasia sends monthly newsletters to promote its online monthly virtual professional development webinars. Advertising space is available in these newsletters as follows:

Text ad with image and link to provider website or registration page in the Virtual Professional Development emails throughout the month. The number and timing of these emails is determined by VPD marketing activities and may vary from month to month. Usually 3 emails are sent between the 1st and 24th of the month.

Ad image: 175 x 175 pixels; jpeg
Content: Maximum 150 word count that fits over 15 lines

Advertising email broadcasts will not be exclusive to the advertiser and where possible will be limited to one advertiser per month.

Guidelines & Policies

ICF Australasia reserves the right to refuse advertisements based on possible impacts on the ICF Australasia Charter Chapter, conflict of interest, sensitivity of the message, and relevance to coaching profession. This may include events considered to be in competition with the ICF Australasia in regards to purpose, membership or time.

Ad artwork must be tested and approved by ICF Australasia prior to the campaigns start. Ad campaigns may be delayed if any required information is missing or artwork is not properly formatted. Any element(s) not meeting specifications will be returned for revision. Creative work must adhere to any and all trademark and copyright laws.

Advertising Rates

Website

| | |
|----------------|-----------------|
| Home Page Ads | \$150 per month |
| Inner Page Ads | \$120 per month |

These prices allow for publishing of one JPEG or GIF file per ad booking.

Should changes be required within the month, a \$50 revision fee will apply for each change requested.

eNewsletter

Inclusion in 3 x Virtual Professional Development emails per month

\$350 per month

Website and eNewsletter Package

\$450 per month

Includes Home Page ad and inclusion in 3 VPD emails

\$520 per month

Includes Home Page ad, Inner Page ad and inclusion in 3 VPD emails

Limited ad space available. Pricing valid till April 2017

ICF Australasia is not registered for GST.

Bookings and More Information

For more information or to proceed with a booking please contact ICF Australasia Administration office at

Email: admin@icfaustralasia.com

Phone: 02 8006 5481

Booking periods run for a calendar month.

Ad specifications must be approved no later than the 25th of the month to ensure the ad can go live by the 1st of the month.