

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 website is separate to ICF Global.

REACH

www.icfaustralasia.com averaging 16,000 page views

Ad space also available on inner pages (4 in total) and each Branch microsite (4 pages / branch)

Virtual PD eNewsletters membership database plus interested parties – over 3000 in total

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.

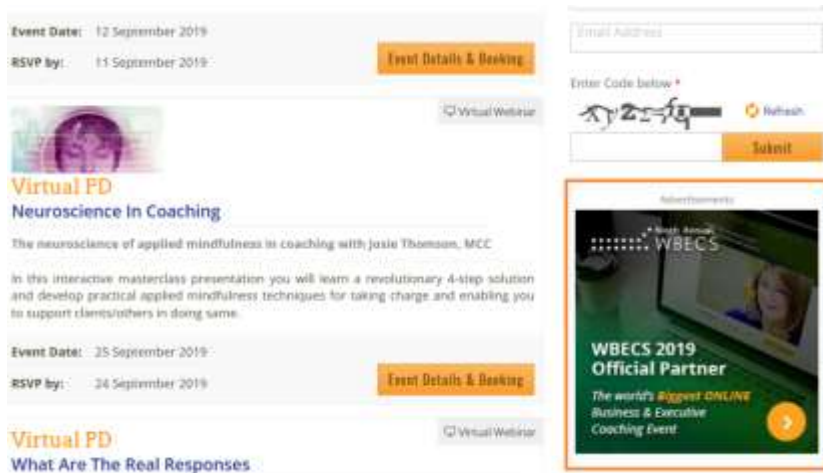
Website Placement and Specifications

Home Page Advertising

Your ad will appear as a single advertisement in a rotation of up to six advertisements on the home page at **300 x 300 pixels**. Max size 200 Kb Gif or jpeg

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

Provide destination URL (click-throughs can be tracked)



Inner Page Advertising

Your ad will appear in a block of three advertisements in rotation at **240 x 240 pixels** on inner pages. Max size 200 Kb Gif or jpeg

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

Price includes 4 inner page placements.

Provide destination URL (click-throughs can be tracked)



Branch Page Advertising

ICF Australasia is organised into 9 Branches – 7 in Australia and 2 in New Zealand. Each branch has a microsite.

3 blocks of ad space is available in the left hand margin.
Ads are **240 x 240 pixels** Max size 200 Kb Gif or jpeg

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

Price includes placements / Branch microsite

Provide destination URL (click-throughs can be tracked)

eNewsletter Advertising

Text ad space is available space is available in the monthly newsletters sent to promote the Chapter Virtual PD program.

A package includes 3 sends. Email distribution schedule changes to meet the timing of the Virtual PD event.

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

ICF Australasia does not send exclusive marketing emails unless promoting an event that the Chapter will have a presence at.

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.

Rates

Website

Home Page Ads	\$150 per month
Inner Page Ads	\$150 per month includes 4 placements
Branch Pages	\$150 per month includes 4 placements

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 emails to promote the Chapter Virtual PD event.

\$350 per month

Package your ad booking to grow your reach!

Homepage and inner page

\$275 per month

Homepage and one branch microsite

\$275 per month

Home Page ad and inclusion in 3 VPD emails

\$450 per month

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

\$520 per month

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

Website ads run for a calendar month. Newsletter send dates will be advised on enquiry.

Ad content must be received and approved

3 days before the publication or newsletter distribution date.

Limited ad space available.
ICF Australasia is not registered for GST.