



Chicago Chapter of the International Coach Federation

Advertising Options

Advertising Options	Page 2
Sponsorship Packages	Page 3
Email Blast FAQs	Page 4
Advertise in the <i>All Things Coaching</i> Newsletter	Page 5



Advertising Options

Advertising with the Chicago Coach Federation is easy! Just pick the options that work best for you and we will take care of the rest!

<u>Web Site Advertising</u>	ICF Member Price	Non-ICF Member Price
Side banner ad (solo advertiser) per month	\$2,500	
Side banner ad (rotating with 2 advertisers*) per month	\$1,500 per advertiser	
Side banner ad (rotating with 3 advertisers*) per month	\$1,100 per advertiser	
<u>E-Mail Blasts (Coaching Classifieds)</u>		
Email Blast	\$125 per blast	\$150 per blast
Email Blasts (4 for the price of 3)	\$375	\$450
<u>Newsletter Ads (All Things Coaching)</u>		
Newsletter: ad up to 125 words	\$40	\$80
Newsletter: ad up to 250 words	\$80	\$120
3 consecutive Newsletter ads: Same ad up to 125 words	\$100	\$140
3 consecutive Newsletter ads: Same ad up to 250 words	\$120	\$160

* Note that there is only one side banner per website page. The names of the advertisers (if more than one) will rotate randomly within the one banner position.

Who to Contact

For more information on advertising options, contact:

sales@chicagocoachfederation.org – Mark Ratfelders – To clarify your options and place your order.

admin@chicagocoachfederation.org – Carla Strayhorn – To handle any paperwork/logistics.

Payment

Send payment via PayPal to account [ccfpmts@chicagocoaches.com](mailto:cfpmts@chicagocoaches.com) or contact our Treasurer, treasurer@chicagocoachfederation.org for further instructions. Payment for advertising must be received in advance.



Sponsorship Packages

Sponsoring a CCF Chapter Meeting or event can give you and your company some very intimate exposure to our coach members who are eager to hear what you have to offer. Not only would there be signage indicating your sponsorship at the event to our attendees, there would also be various e-mailed communications to all of our membership, as well as a personal overview by our President at the chapter meeting, when you choose the Gold or Platinum package. Finally, as a Platinum Sponsor, you and your crew have the opportunity to host a table to display your offering and answer questions of our members. It's a great way to have a much more

	Silver	Gold	Platinum
	Must be used within 3 months	Must be used within 6 months	Must be used within 9 months
Cost of Sponsor Package	\$150	\$300	\$500
Cited in monthly <i>All Things Coaching Newsletter</i>	1 newsletter	1 newsletter	1 newsletter
Post signage at registration table at Program meeting	1 meeting	1 meeting	1 meeting
Mentioned as sponsor in the agenda at the meeting	1 meeting	1 meeting	1 meeting
Ad in the <i>All Things Coaching Newsletter</i> 125 words and/or 2" x 3" size graphic. (Graphic: Sent separate from verbiage as a JPE or GIF file {do not embed file please}.)	1 ad	2 ads	3 ads
Overview of your company by the CCF President during the opening of the monthly meeting which you have sponsored ¹ (5-minute overview can be presented by CCF President or representative of your company ²)	N/A	1 - 2 Minute Time Slot	1 - 5 Minute Time Slot
Designated table to display your products or services	N/A	N/A	1 Time

intimate conversation with your potential clients/customers! And if that's not enough, let us know your needs! We can customize a sponsorship package to suit your needs!

¹ A maximum of (2) two-minute overviews from separate sponsors are allowed per meeting.

² If a Platinum sponsor schedules a 5-minute overview, no Silver overviews are allowed at that meeting.

All overviews are scheduled on a first-come, first-served basis.

Note: Custom packages available to fit every advertising need.



Email Blast FAQs

What is an 'Email Blast'?

An 'Email Blast' is an email, dedicated to a single advertiser, sent out to the membership list [currently between 950 – 1,000 subscribers] of the Chicago Coach Federation using iContact. We call it our *Coaching Classifieds*.

Criteria for Email Blast: Email blast advertisers must be ICF certified organizations. The products and services offered must assist our coaching community to either grow their business or to build their coaching skills.

Timing

The CCF limits the number of email blasts sent out to its membership to TWO per month. This is not two advertisers per e-mail blast; it's TWO separate advertising email blasts sent to the membership per month. We do this so that messages from our fabulous advertisers are not watered-down by the quantity of ads, and therefore, our membership is appreciative of the quality of the messages coming to them.

Email blasts can be reserved and scheduled for delivery for the following two slots:

Position 1: between the 4th - 12th of the month

Position 2: between the 18th - 27th of the month

How to Reserve a Spot

To reserve an Email Blast position or for more information contact:

sales@chicagocoachfederation.org – Mark Ratfelders – To clarify your options and place your order.

admin@chicagocoachfederation.org – Carla Strayhorn – To handle any paperwork/logistics.

Cost

	ICF Member	Non-ICF Member
1 email blast	\$ 125	\$ 150
4 for the price of 3	\$ 375	\$ 450

Payment

Send payment via PayPal to account ccfpmts@chicagocoaches.com or contact our Treasurer, treasurer@chicagocoachfederation.org for further instructions. Payment for advertising must be received in advance.

Ad Content Requirements - Advertiser provides the content, images, and format for the email blast.

1. **Word limit** - There is no word limit to an email blast, although we recommend keeping the content length reasonable.
2. **Complex email blasts:** A complex email blast is one that contains custom fonts, images, formatting, color and usually resembles a PDF file.
 - a. CCF must receive the content of complex ad copy in **HTML** format, ready to be inserted into iContact for mailing.
 - b. Content must be received 3 business days before the scheduled release date.
3. **Simple email blasts:** A simple email blast has ad copy in addition to one, two, or three simply-placed images.
 - a. CCF must receive an email or Word doc with the text and images arranged in the way the advertiser would like the email blast to look.
 - b. All .GIF or .JPG files must be attached separately. The CCF will format this simple email blast in iContact.
4. Content must be received 4 business days before the scheduled release date.



Advertise in CCF’s Newsletter - *All Things Coaching*

Our members consistently check out the information included in our monthly newsletter, *All Things Coaching!* After all, we like to make sure there is a variety of information and opportunities available to our members and their interests. Your ad will be sent out to our membership list [currently between 950 – 1,000 subscribers] of the Chicago Coach Federation using iContact.

Terms and Conditions

CCF will only place Announcements and Classifieds that directly relate to or support our members and the field of coaching. Decisions regarding the placement of ads are made by the editorial staff with the support of the board. All classified ads are placed by a third party and are not necessarily endorsed by the CCF or ICF.

Submission and Release Dates

The monthly *All Things Coaching Newsletter* is sent out on the first day of each month. Ad content and payment must be submitted to the **on or before the 3rd Friday of the month** in order to be released on the 1st of the following month. (So if an ad is submitted and paid for on January 20th, it will be inserted in the February 1 *All Things Coaching* issue.)

Submissions should be sent to:

sales@chicagocoachfederation.org – Mark Ratfelders – To clarify your options and place your order.

admin@chicagocoachfederation.org – Carla Strayhorn – To handle any paperwork/logistics.

Cost

	ICF & Alliance Members	Non Members
Single <i>All Things Coaching</i> ad (up to 125 words)	\$40	\$80
Double-size <i>All Things Coaching</i> ad (up to 250 words)	\$80	\$120
3 consecutive <i>All Things Coaching</i> ads (same ad) (up to 125 words)	\$100	\$140
3 consecutive <i>All Things Coaching</i> double- size ads(up to 250 words – same ad)	\$120	\$160

Payment

Send payment via PayPal to account ccfpmts@chicagocoaches.com or contact our Treasurer, treasurer@chicagocoachfederation.org for further instructions. Payment for advertising must be received in advance.

Ad Content Requirements

1. The maximum length of the regular ad is 125 words. The maximum length of a double ad is 250 words.
2. One graphic image of up to 200x200 pixels is allowed.
3. If graphic provided, the graphic must be submitted and attached separately in .gif or .jpg format.
4. Ads purchased for the 3-month discount price must be the same ad for all 3 months to qualify for the discount.
5. Payment must be received by 25th to place ad. (The Coaching Quest is released on or near 1st of each month).

Sample Ads

To see sample ads, visit our Newsletter Archives at www.chicagocoachfederation.org.