



Build your

BUSINESS

with the International
Coach Federation.



Thousands of professional coaches around the world are just a step away!

We would love to discuss a strategy that fits your business to help promote your service or product with our population of professional coaches.

Founded in 1995, the International Coach Federation (ICF) is committed to transforming lives through coaching.

Our more than 32,000 ICF Members are located around the globe in 119-plus countries. ICF is the only organization that awards a globally recognized coaching credential, which is currently held by more than 26,000 coaches worldwide.



Contents

Website Advertising

Coaching World

Member Communications

Business Solutions Partnerships

Advertising Policies, Guidelines and Specs

WEBSITE ADVERTISING

Reach ICF Members and other current and prospective coaches by promoting your product or service on ICF's website, Coachfederation.org. Offering a wealth of resources to new and seasoned coaches, the ICF website receives substantial traffic, averaging more than 800,000 page views per month. With our new and improved website design and user experience, we only expect these numbers to grow.

Tiered Ad Pricing

	1 month	3 months	6 months	9 months	12 months
Tier One	\$1,116.50	\$1,005.25	\$949.50	\$893.50	\$837.75
Tier Two	\$1,057.75	\$951.75	\$899.25	\$845.50	\$793.50
Tier Three	\$1,004.75	\$904.25	\$813.75	\$732.50	\$659.25

Pricing per insertion/month and in USD. Pricing valid through December 31, 2019. Upon request, ICF can provide impressions and click-through rates.

Tier One

Home Page Placement + Landing Page Placement + Interior Page Placement

- Premium placement on the Coachfederation.org home page
- 2 sizes/spots to choose from (banner at bottom or the Call to Action Box Ad)
- Ads rotate between up to 20 ads
- Each one shows for 5 seconds before rotating to the next one
- Ads rotate randomly for the duration of the user's session
- Includes landing page and interior page placements

Tier Two

Landing Page Placement + Interior Page Placement

- Placement on each of the main landing pages of the website (excluding ICF Credentials, Accredited a Program). These four pages are entry points for the website
- Ads rotate between up to 30 ads
- Each one shows for 5 seconds before rotating to the next one
- Ads rotate randomly for the duration of the user's session
- Includes interior page placement

Tier Three

Interior Page Placement

- Placement on all of the interior pages of the website (excluding pages with ICF Credential, Accreditation or ethics content)
- Ads rotate between up to 50 ads
- Each one shows for 5 seconds before rotating to the next one
- Ads rotate randomly for the duration of the user's session

WEBSITE ADVERTISING

The three screenshots to the right show (from left to right) the home page (Coachfederation.org), a landing page and an interior page. There are two options from the home page placement — the Call to Action Box and the Banner Ad. The Call to Action Box advertisement is available for landing and interior pages.



COACHING WORLD

Coaching World, ICF's blog, is a key resource for professional coaches and managers/leaders who use coaching skills (both ICF Members and non-members). Each week, it will feature an average of seven new posts from thought leaders in the fields of coaching and small business marketing and management. *Coaching World* includes content from categories including marketing, business, research, resources, training and ethics.

Links to *Coaching World* are featured throughout Coachfederation.org and posts are heavily featured on ICF's social media platforms. *Coaching World* sees approximately 24,000 views per month.

Tiered Ad Pricing

	1 month	3 months	6 months	9 months	12 months
Tier One	\$705.50	\$634.50	\$605.50	\$575	\$538.75
Tier Two	\$647.25	\$583.50	\$558	\$531	\$497.50
Tier Three	\$582.50	\$525	\$502.25	\$478	\$447.75

Pricing per insertion/month and in USD. Pricing valid through December 31, 2019. Upon request, ICF can provide impressions and click-through rates.

Tier One

Home Page Card Placement + Post Card Placement

- Card ad within blog roll; an ad card will be displayed for every 12 blog cards that a user opts to "show" as they scroll
- Card ad within blog post; an ad card will be displayed alongside two other cards at the bottom of each blog post
- Ads rotate between up to 30 ads
- Each one shows for 5 seconds before rotating to the next one
- Ads rotate randomly for the duration of the user's session

Tier Two

Post Card Placement

- Card ad within blog post; an ad card will be displayed alongside two other cards at the bottom of each blog post
- Ads rotate between up to 30 ads
- Each one shows for 5 seconds before rotating to the next one
- Ads rotate randomly for the duration of the user's session

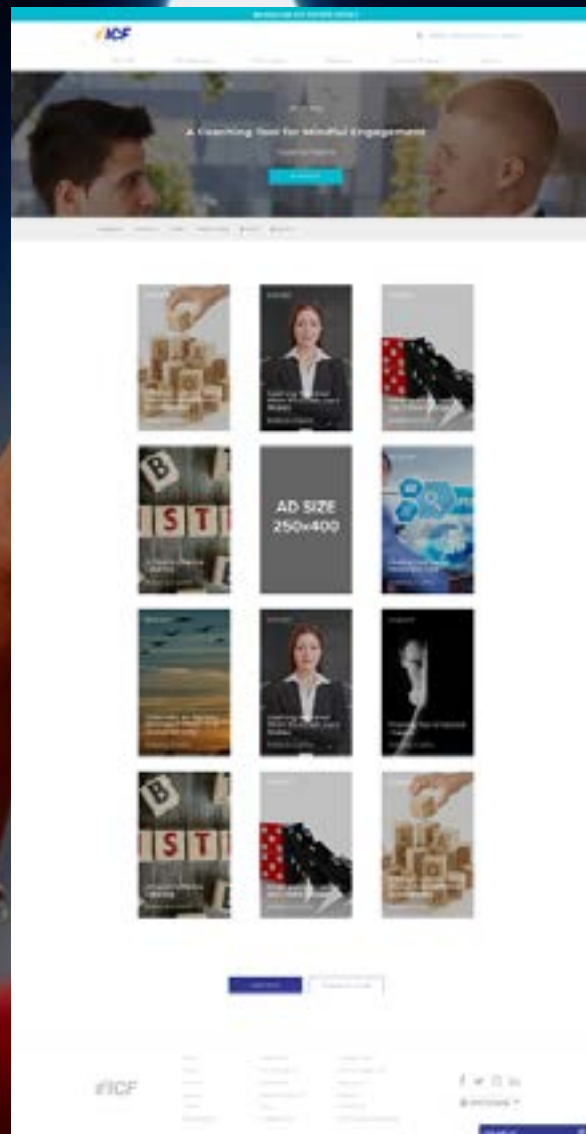
Tier Three

Home Page Card Only Placement

- Card ad within blog roll; an ad card will be displayed for every 12 blog cards that a user opts to "show" as they scroll
- Ads rotate between up to 30 ads
- Each one shows for 5 seconds before rotating to the next one

COACHING WORLD

The two screenshots to the right show (from left to right) the *Coaching World* Home Page Ad and the Post Ad. All *Coaching World* ads are Card Ads. The home page rotating ad will be showcased among the first 12 blog posts. The Post Ad will show on every post within the blog. Individual blog posts are promoted heavily on social media and within emails to members.



SPONSORED ARTICLES



Writing and publishing an article in *Coaching World* showcases your business as an expert in the industry. Sponsored articles are limited to one advertiser per month and would be featured in a space within the top 12 articles on the blog's home page. Sponsored articles are \$1,500 USD per month.

In addition, any article that is published to *Coaching World* appears in one of our weekly Twitter Ambassador emails, which goes out to 3,000 people. These 3,000 people are encouraged to share links to the articles with their own social networks. We also share *Coaching World* articles on ICF Headquarter's Facebook (85,000 followers) and LinkedIn pages (53,000 followers) as well as three tweets on our Twitter account (25,000 followers).

Sponsored articles must be original content only published in *Coaching World*. Articles are limited to a word count, must be written in English and will be edited by staff.

EVENT SPONSORSHIP

ICF events are designed to inspire, educate and connect the coaching community. These valuable learning and networking opportunities benefit individual coaches and help advance the profession.

In-person and virtual events offer opportunities for businesses and coach training schools to reach participants with customized advertising and branding. Events include, but are not limited to, ICF Advance, ICF Converge, Business Development Series and Global Leaders Forum.

Sponsorship varies by event. To view the current events and sponsorship opportunities, visit coachfederation.org/event-sponsorship.



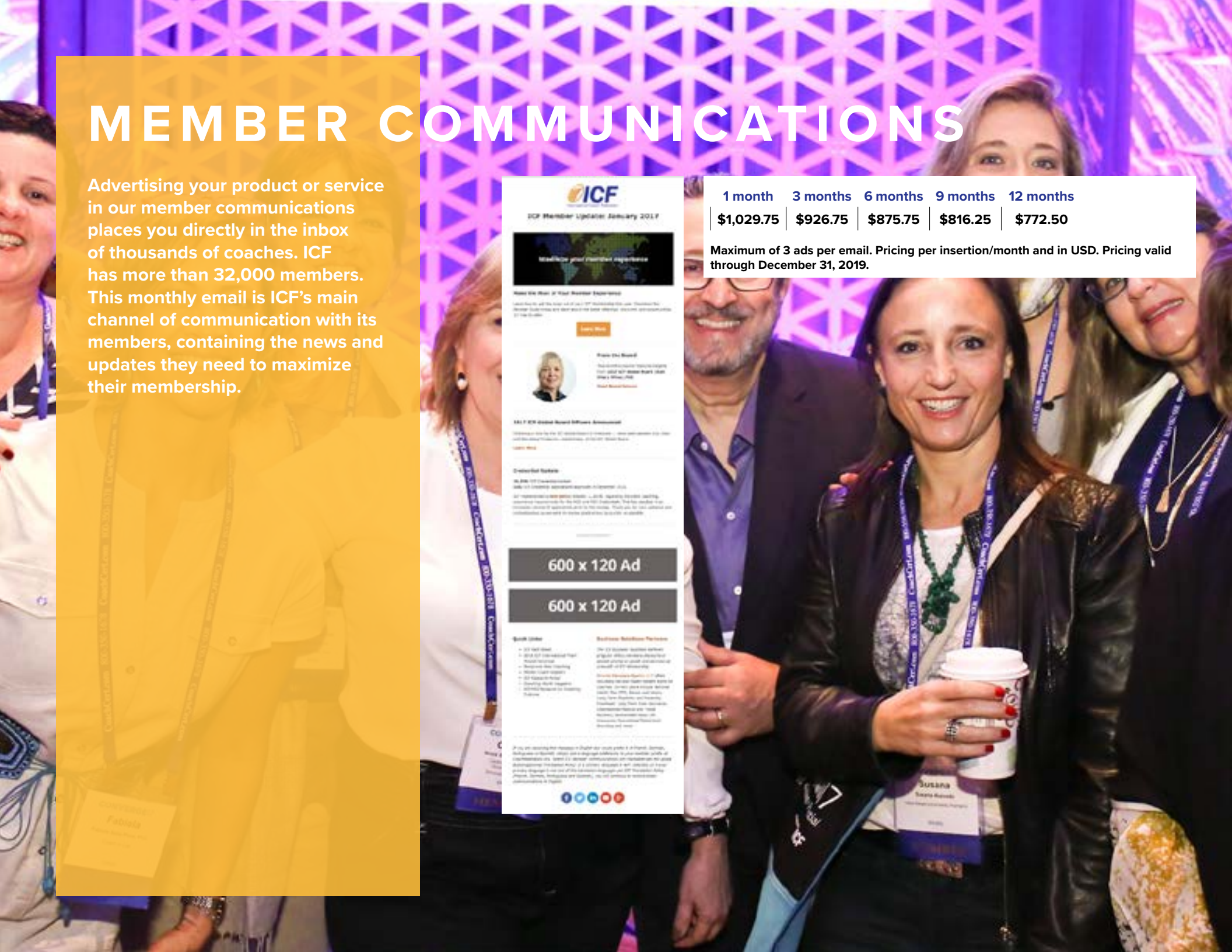
MEMBER COMMUNICATIONS

Advertising your product or service in our member communications places you directly in the inbox of thousands of coaches. ICF has more than 32,000 members. This monthly email is ICF's main channel of communication with its members, containing the news and updates they need to maximize their membership.



1 month	3 months	6 months	9 months	12 months
\$1,029.75	\$926.75	\$875.75	\$816.25	\$772.50

Maximum of 3 ads per email. Pricing per insertion/month and in USD. Pricing valid through December 31, 2019.



BUSINESS SOLUTIONS

ICF's Business Solutions Partners are a trusted resource for ICF's 32,000-plus Members around the globe. If you are interested in becoming an official Business Solutions Partner, please submit the application along with proposal materials located at bit.ly/ICFpartnerships. Once your application is received, we will contact you to discuss a potential partnership.



Policies & Guidelines

ICF reserves the right to refuse advertisements based on possible impacts on the ICF brand, conflict of interest, sensitivity of the message, and relevance to the coaching profession. Advertisements for non-ICF-branded conferences or events will not be sold to events considered to be in competition with the ICF in regards to purpose, membership or time. Coach-training programs wishing to advertise must hold ICF approval or accreditation. An individual coach practitioner wishing to advertise must hold an ICF Credential and be an ICF Member.

All creative must be tested and approved by ICF prior to the campaign's start. 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. Creative work must adhere to any and all trademark and copyright laws.



Examples & Specs

To the right (from top to bottom) are examples of the Card Ad, CTA Box Ad and Banner Ad. They will randomly display in ICF teal or ICF gold.

For the Logo:

- White Version of Primary Logo
- File Requirement: 300 DPI
- Files Accepted: PNG ONLY with transparent background
- File Size: No restrictions
- Logo Version: ONLY our organization's primary logo, no taglines accepted UNLESS it is just your name (see ICF logo to the right for example)

For the Text:

- 50 Character Maximum
- Must NOT include Links, Codes, Websites or Phone Numbers (this should be on your landing page if it is needed)
- Must be in English

Additional:

Accredited programs will showcase their appropriate logo on the bottom of ads.



No matter where you begin, our standards never end.





CONTACT

Toby Bishop

Senior Sales Director

toby.bishop@coachfederation.org

1.859.219.3560