

# Expanding Your Reach through Advertising

Thank you for your interest in advertising with [ICF Maryland](https://www.icf-md.com). We are focused on connecting coaches, supporting learning, and promoting the coaching profession to make a positive impact in our communities. Your advertisement has the potential to reach thousands of professional coaches in Maryland and the region while making valuable expertise and resources available to our coaches.

You can build awareness of your products and services through our Coaching Connections email and/or through sponsorship of an ICF Maryland event.

## Coaching Connections Email

More than 3000 professional coaches and others who are interested in the coaching profession look to our weekly Coaching Connections email to learn about fellow coaches, stay up to date on coaching news, and build their coaching skills and business.

Your advertisement will be displayed at the bottom of the Coaching Connections email that is distributed on Thursdays.

- Please allow up to seven (7) business days prior to your desired ad start date for processing, reviewing, and payment.
- All content must be approved by ICF Maryland prior to the advertisement run. Advertisements may be delayed if any required information is missing or if artwork is not properly formatted or legible. Any elements of the advertisement not meeting specifications will be returned for revisions.
- ICF Maryland limits to two the number of separate advertisements in each Coaching Connections email on a first come, first served basis.
- All payments must be received in advance of the start date of your advertisement run time.

### Coaching Connections Pricing

Member*	Non-Member
\$50 USD/week	\$75 USD/week

Ads may be placed for as little as one week or as many as three months.

\*To receive the member rate, either the person requesting or being invoiced for the advertisement must be an ICF Maryland member.

### Coaching Connections Specifications

- Ad files: high resolution (150 dpi) GIF, JPEG, or PNG files accepted
- Ad dimensions: square (1080 pixels wide x 1080 pixels high) or horizontal (1080 pixels wide x 566 pixels high)
- Any font in the ad should be large enough to be legible
- Ad content and creative file must adhere to any and all trademark and copyright laws
- Provide a destination URL for all advertisements

## Sponsoring an ICF Maryland Event

ICF Maryland events provide opportunities for our coaches to connect, find inspiration, learn, and contribute to their communities. Our online or in-person events may reach small groups or hundreds of coaches and the promotion in advance of the events goes out to thousands of coaches and others interested in coaching via email.

Sponsorship includes your name and logo on all promotional emails, verbal mention at the event, and an opportunity for exhibit space and a short content blurb at those events that are in person.

- Your logo will be displayed at the bottom of any event promotional email.
- Please allow up to seven (7) business days prior to your desired ad start date for processing, reviewing, and payment.
- All content must be approved by ICF Maryland prior to the advertisement run. Requests for sponsorship may be delayed if any required information is missing or if artwork is not properly formatted or legible. Any elements of an advertisement not meeting specifications will be returned for revisions.
- All payments must be received in advance of the start date of your sponsorship.

### Event Sponsorship Pricing

Member*	Non-Member
\$250 USD/event	\$400 USD/week

\*To receive the member rate, either the person requesting or being invoiced for the advertisement must be an ICF Maryland member.

### Event Sponsorship Specifications

- High resolution (150 dpi) GIF or JPEG files accepted. PNG file with transparent background preferred.
- Logo version: Either your logo or your logo with taglines of less than 50 characters are accepted
- Creative file must adhere to any and all trademark and copyright laws
- Provide a destination URL for your logo

## Advertising Terms and Guidelines

ICF Maryland reserves the right to refuse advertisements based on possible impacts to the ICF Maryland brand, conflict of interest, sensitivity of the message, and relevance to the coaching profession. Acceptance of the advertisement by ICF Maryland shall in no way constitute endorsement or recommendation by ICF Maryland for the contents of the advertisement or the product or service advertised.

All advertisers must: be coaching and/or coaching related business, and that support the coaching profession and complete an Advertising & Sponsorship Request Form via the ICF Maryland Website.

All advertising is subject to ICF Maryland's approval. ICF Maryland reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether such advertising was previously acknowledged, accepted, or published.

ICF Maryland does not permit the following types of actions for advertisers:

- Blind downloads (cloaking software in other downloads)
- Browser manipulation (altering customary setting so user cannot regain control)
- Keystroke tracking (monitoring a consumer's keystrokes to obtain passwords, identification)
- Unclear origin of ads (hiding or obscuring the source of an ad, web page or email)
- Ads may not include unnecessary capitalization (e.g., "FREE"). Acronyms may be capitalized.
- Symbols may not be substituted for letters (e.g., \$ave instead of Save)