Empowering Your Business
Advertising with the International Coaching Federation

2021 Media Kit
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 Coaching Federation (ICF) is committed to transforming lives through coaching.

Our more than 38,000 ICF Members are located around the globe in 180-plus countries. ICF is the only organization that awards a globally recognized coaching credential, which is currently held by more than 33,000 coaches worldwide.
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Reach ICF Members and other current and prospective coaches by promoting your product or service on ICF’s website, coachingfederation.org. Offering a wealth of resources to new and seasoned coaches, the ICF website receives substantial traffic, averaging more than 11.6 million page views annually. With our new and improved website design and user experience, we only expect these numbers to grow.

**Website Advertising**

<table>
<thead>
<tr>
<th>Tiered Ad Pricing</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier One</td>
<td>$1,116.50</td>
<td>$1,005.25</td>
<td>$949.50</td>
<td>$893.50</td>
<td>$837.75</td>
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<tr>
<td>Tier Two</td>
<td>$1,057.75</td>
<td>$951.75</td>
<td>$899.25</td>
<td>$845.50</td>
<td>$793.50</td>
</tr>
</tbody>
</table>

Pricing per insertion/month and in USD. Pricing valid through December 31, 2021. Upon request, ICF can provide impressions and click-through rates.

**Tier One**

*Home Page Placement + Interior Page Placement*
- Premium placement on the coachingfederation.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 placement

**Tier Two**

*Interior Page Placement*
- Placement on select interior pages of 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
The screenshots to the right show (from left to right) the home page (coachingfederation.org) and an interior page. There are two options from the home page placement — the Call to Action Box and the Banner Ad.

**Website Advertising**
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 coachingfederation.org and posts are heavily featured on ICF's social media platforms. Coaching World sees approximately 37,000 visits per month.

**Tiered Ad Pricing**

<table>
<thead>
<tr>
<th>Tier</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier One</td>
<td>$705.50</td>
<td>$634.50</td>
<td>$605.50</td>
<td>$575</td>
<td>$538.75</td>
</tr>
<tr>
<td>Tier Two</td>
<td>$647.25</td>
<td>$583.50</td>
<td>$558</td>
<td>$531</td>
<td>$497.50</td>
</tr>
<tr>
<td>Tier Three</td>
<td>$582.50</td>
<td>$525</td>
<td>$502.25</td>
<td>$478</td>
<td>$447.75</td>
</tr>
</tbody>
</table>

Pricing per insertion/month and in USD. Pricing valid through December 31, 2021. 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
- Ads rotate randomly for the duration of the user’s session
The two screenshots to the right show (from left to right) the Coaching World Home Page Ad and the Post Ads. 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.

Coaching World
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 3,600 people. These 3,600 people are encouraged to share links to the articles with their own social networks. We also share *Coaching World* articles on ICF’s Facebook (107,900 followers) and LinkedIn pages (123,400 followers) as well as three tweets on our Twitter account (29,000 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.

**Sponsored Articles**
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 coachingfederation.org/event-sponsorship.

**Event Sponsorship**
Advertising your product or service in our member communications places you directly in the inbox of thousands of coaches. ICF has more than 34,000 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.

**Member Communications**

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**Banner Ads**

<table>
<thead>
<tr>
<th>Duration</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$1,092.75</td>
<td>$983.50</td>
<td>$929</td>
<td>$866</td>
<td>$819.75</td>
</tr>
</tbody>
</table>

Maximum of 3 ads per email. Distribution is every 2nd and 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2021.

**Sponsored Links**

<table>
<thead>
<tr>
<th>Duration</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$819.50</td>
<td>$737.50</td>
<td>$696.75</td>
<td>$649.50</td>
<td>$615</td>
</tr>
</tbody>
</table>

Maximum of 2 sponsored links per email. Distribution is every 2nd and 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2021.
Advertising your product or service in our Chapter Leader newsletter places you directly in the inbox of thousands of coaches and leaders in the community. ICF has more than 1,200 volunteers. This monthly email is ICF’s main channel of communication with its volunteers, containing the news and updates they need to run their local ICF Chapter.

Volunteer Communications

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing</td>
<td>$371.25</td>
<td>$334</td>
<td>$315.75</td>
<td>$294.25</td>
<td>$278.50</td>
</tr>
</tbody>
</table>

Maximum of 2 ads per email. Pricing per insertion/month and in USD. Pricing valid through December 31, 2021.
ICF’s Business Solutions Providers are a trusted resource for ICF’s 38,000-plus Members around the globe. If you are interested in becoming an official Business Solutions Provider, please submit the application along with proposal materials located at bit.ly/ICFpartnernships. Once your application is received, we will contact you to discuss a potential partnership.

**Business Solutions Providers**
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.

Policies & Guidelines
To the right (from top to bottom) are examples of the Card Ad, CTA Box Ad and Banner Ad.

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.

Examples & Specs