

## ICF Ireland Advertising Policy and Pricing

ICF Ireland offers a combination of three platforms to raise your profile amongst our membership and others who access our communications platforms:

- **Our website:** <https://icfireland.com>
  - Carousel image above the fold on Home Page
  - Carousel image above the fold within the sidebar of sub-pages
- **Our Social Media Platforms:**
  - Facebook Page: ICF Ireland
  - LinkedIn Page: ICF Ireland
  - LinkedIn Group: ICF Ireland
  - Twitter: @icfireland
  - Instagram: @icfireland
- **Our monthly ICF Ireland Newsletter**
  - A separate section in the newsletter with image, text/copy and link

### **We accept advertising for the following categories:**

- Training programmes and other commercially-organised events
- Coaching Related Products and Services
- Coaching Community Events

Any of the categories can be advertised on the website, including products & services of interest to the coaching community.

For the ICF Ireland Newsletter and promotion through our Social Media Channels, the focus of these communications is to support coaches in their professional development, by alerting them to learning & development opportunities, which can help them to meet the ethical & professional standards they need to become (or remain) an ICF member or to earn an ICF credential.

For this reason, we only accept ads for programmes or events that offer ICF Continuing Coach Education Units (CCE Units), or Approved Coach-Specific Training Hours (ACSTH). More information on about these programmes can be found on the ICF Global website.

If your programme or event doesn't already have CCE Units attached, please apply directly with ICF Global here: <https://coachfederation.org/accredit-a-program/continuing-coach-education>

### **Website advert image specifications:**

- Image Dimensions: 800 pixels (w) x 400 pixels (h) i.e. ratio 2:1
- Maximum file size: 300KB
- Formats accepted: JPEG or PNG file containing images and text only
- URL for image to link to (webpage / landing page / sales page)

### **Social Media specifications:**

- Post text/copy (max. 100 words)
- Image Dimensions: as per each platform
- Image maximum file size: 200KB
- Image formats accepted: JPEG or PNG file containing images and text only

**Ireland Charter Chapter of the ICF Limited is a Company Limited by Guarantee incorporated under the Companies Acts 1963 to 2014 under registration number 554453**

- ALT text where applicable
- URL to link to (webpage / landing page / sales page)

**Newsletter advert specifications:**

- Advert text/copy (max. 100 words)
- Image Dimensions: 600 pixels (w) x 300 pixels (h) i.e. ratio 2:1
- Image maximum file size: 200KB
- Formats accepted: JPEG or PNG file containing images and text only
- ALT text for image
- URL to link to (webpage / landing page / sales page)

**2020 Advertising Pricing**

Type of Event	1 month	2 months	3 months
Training programmes, professional development events, or other commercially organised events*	150 Euro	250 Euro	300 Euro
Coaching Community Events**	50 Euro		
* Some events may qualify for free promotion subject to ICF Ireland eligibility criteria and board approvable – please contact us for further information. ** For example, community events held during International Coaching Week			

***ICF Ireland Board of Directors reserves the right to refuse any submission that they feel is not in the best interests of their members.***

**What’s next?**

If your programme or event already attracts CCE Units, you can download the application here: <https://icfireland.com/advertise-with-us/>.

We will then send you an invoice and set up the advertising immediately on receipt of payment.

Please note that your application must be submitted by **20<sup>th</sup> of the month** for your advertising to start the following month. If your programme or event doesn’t yet have CCE Units attached, your application must be accompanied with documentation that your application for CCEUs is in progress.