

## IJCO Print Advertising Specifications and Rates 2009

### General Information

**IJCO** continues to offer its print advertising program to our sponsors and advertisers. Individual and organizational sponsors receive additional discounts and benefits as described below. For the first time, the Journal is offering advertising space in the Journal for non-subscribers. This is limited to ten (10) full pages of print ads for each issue.

**IJCO** is **printed** digitally as grayscale in the Journal body and full color on the inside covers. The **electronic** version is presented as a 4C (4 color) PDF file for download.

**IJCO** offers print advertising opportunities in three locations in the Journal:

1. 1/4, 1/2 and full page ads in the *Coaching Marketplace*, available to sponsors only
2. 1/2 and full page display ads in the body of the Journal, available to advertisers and sponsors
3. Full page inside front and inside back covers, available to advertisers and sponsors

**The closing date is the 10th day of the month preceding issue release.**

### Sponsors, Institutional Subscribers and the Coaching Marketplace

The *Coaching Marketplace* is an exclusive section of **IJCO** that appears in the print and electronic versions of the Journal. It provides a subscription benefit to the **IJCO** individual and organizational sponsors and institutional clients to advertise there. All sponsors and institutional subscribers receive a total of one full page of print ads at no charge over the four issues of their subscription year. They can choose between one full page, two half pages, one half and two quarter pages, **or** four quarter pages during that period. They also receive a 10% benefits discount (based on frequency pricing from the general advertising rates) on additional ads placed anywhere in the Journal. Sponsors and institutional subscribers also receive web-based advertising benefits on the *Coaching Marketplace* page of the **IJCO** website.

See the [2009 Subscription Rates Form](#) for further information.

### Sponsor and Advertiser Print Rates

[Frequency and Rate per ad in 1 subscription year]

Ad Size and Location	1X	2X/3X	4X
¼ page, in <i>Coaching Marketplace</i> , Grayscale*	NC	NC	NC
½ page, in <i>Coaching Marketplace</i> , Grayscale*	NC	NC	\$350
Full page, in <i>Coaching Marketplace</i> , Grayscale*	NC	\$750	500
½ page, in Body of Journal, Grayscale	\$550	450	350
Full page, in Body of Journal, Grayscale	900	750	500
Full page only, Inside back cover, Grayscale	1050	900	700
Full page only, Inside front cover, Grayscale	1200	1100	850
Full page only, Inside back cover, Color	1250	1100	900
Full page only, Inside front cover, Color	1350	1250	1000

\* The *Coaching Marketplace* is exclusively for placement of ads by individual and organizational sponsors and institutional subscribers. They have a no charge (NC) benefit of 1 full page of advertising in the *Coaching Marketplace* within their subscription year. They can do additional advertising anywhere in the Journal where advertising space is available at a 10% discount of the listed pricing. A 15% discount is available for certified advertising agencies.



Professional Coaching Publications, Inc.

SR0209

IJCO | 7309 Randolph Street, Forest Park, IL 60130 USA

[publisher@ijco.info](mailto:publisher@ijco.info) | [www.ijco.info](http://www.ijco.info) | t: +1 (708) 771.9176 (worldwide) | f: +1 (708) 488.0940

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### Art Production Specifications

**IJCO** produces a digital journal in an 8 1/2" x 11" format. The maximum printable (live) area of a full page is 7" w x 10" h. Ads exceeding the size requirements stated below will be scaled down accordingly by **IJCO**.

<u>Size</u>	<u>Live Area</u>	<u>Pixel Size</u>	<u>Resolution</u>
Full page	7" X 10"	2100 pixels w x 3000 pixels h	300 pixels/inch
1/2 page	7" X 5"	2100 pixels w x 1500 pixels h	300 pixels/inch
1/4 page	3.5" X 5"	1050 pixels w x 1500 pixels h	300 pixels/inch

### How to Produce Your Ad Files for Placement in IJCO

#### **Before you create your PDF files:**

- 1) Outline all fonts and artwork for your original art file.
- 2) Create a 4C ad from your original.
- 3) Create a grayscale ad from your original art file.

Note: *Some art does NOT convert directly to a correct grayscale image. Please review particularly for image and illustration quality.*

#### **Save and name your final PDF ad files by following these specifications:**

- 300 pixels/inch (based on the sizes provided above)
- Select the "Press Quality" setting in Acrobat  
*(Follow **specific Acrobat settings** for ad conversion. You can find information under "Help" for Acrobat. This will assure the integrity and quality of the files)*
- **Name your ad files using the following convention:**  
<ijco><year><v&volume#><i&issue#><color><advertiser first name initial><last name>.pdf

**Example:** If John Lazar requested an ad to be placed in the fourth issue of 2008 (which is volume 6), the names of the ads would be: [ijco2008v6i4Gjlazar.pdf](#) and [ijco2008v6i4Cjlazar.pdf](#)

- 4) Save your grayscale ad file in PDF format.
- 5) Save your 4C ad file in PDF format.

### Design Fees

Design services, color correction and other art production is charged at a rate of \$75/hr. Standard proofs that **IJCO** provides are PDF's for verification. Epson proofs are additional. Press proofs are not available at this time.



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### **How to Submit and Pay for Your Ad**

- 1) Email your ad (both G and C files) to [advertising@ijco.info](mailto:advertising@ijco.info). If you need to FTP your files, email us at [advertising@ijco.info](mailto:advertising@ijco.info) for further information.
- 2) Complete all sections of the attached ***IJCO Print Advertising Order Form***, then submit it with payment.
- 3) Order form, payment and electronic files must be received before the closing date of Issue.  
The closing date for receipt of electronic files is the 10th day of the month preceding issue release.

### **Caveats About Ad Placement**

Only sponsors and institutional subscribers can place ads in the *Coaching Marketplace*. These ads are limited to placement during the subscription year (4 successive issues). Advertising in the body of the Journal is limited to 10 pages per issue. Anyone may place advertising in the body or inside covers of the Journal, space permitting.

When there is more than one request for inside front or back cover ad placement, the Co-Executive Editors reserve the right to select and place the ad they choose in that location. Persons who did not receive their requested inside cover ad location will be reimbursed the cost difference for the ad.

The Co-Executive Editors may ask you to revise an ad to comply with the standards and spirit of ***IJCO***. If there are any questions or issues regarding your ad, one of the Co-Executive Editors will contact you to resolve them in a timely and satisfactory manner. The Co-Executive Editors may decline to place an ad if it is felt to be inappropriate for ***IJCO***. In that case, you will receive a full refund. *You will receive a tear sheet for your ad, once the issue has been printed and distributed.*

### **How to Contact Us**

For more information and to start advertising on the ***IJCO*** website, please contact us at [advertising@ijco.info](mailto:advertising@ijco.info) or call the ***IJCO*** Office Manager, Alexia Longacre, at +1 407.287.9330.



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