

## IJCO Website Advertising Specifications and Rates 2009

IJCO is proud to introduce a new website advertising program for our sponsors and advertisers. Individual and organizational sponsors receive additional discounts and benefits as described below.

### IJCO offers web-based advertising opportunities in three distinct categories:

1. IJCOLoGoLink™ (your logo with hotlink to your website).
2. Display ads of two different orientations and sizes (vertical skyscraper, horizontal banner).
3. Coaching Calendar events (information about your event, with link to your website).

After we complete the initial set-up and upload your first ad to the IJCO website, you will manage that and other ads through your secure access to the Advertising Admin Panel.

### Features and Benefits

Group	IJCOLoGoLink on Homepage	IJCOLoGoLink in Marketplace	10% Discount*	Display Ads** on Homepage	Display Ads** in Marketplace	Calendar Events in Marketplace
Individual Sponsor	Purchase	2 Months Free	Yes	Purchase	1 Month Free	Purchase
Organizational Sponsor	Purchase	4 Months Free	Yes	Purchase	2 Months Free	2 Events for 4 Months Free***
Advertiser	Purchase	Included with IJCOLoGoLink Purchase	No	Purchase	Included with Display Ad Purchase	Purchase

\* Discounts apply to Display ads and IJCOLoGoLink.

\*\* Display ads include vertical Skyscraper and horizontal Banner.

\*\*\* Calendar events can be either recurrent or new. This is considered "time-space" ad usage.

### Sponsor Rates

Unless otherwise specified, rates are for both individual and organizational sponsors.

#### [Frequency by Month]

Ad Type	1X	2X	4X	8X	12X
IJCOLoGoLink (for Individual Sponsor)	NC	NC	\$108.00	\$90.00	\$76.50
IJCOLoGoLink (for Organizational Sponsor)	NC	NC	NC	90.00	76.50
Vertical Skyscraper Display	\$585.00	\$562.50	517.50	495.00	450.00
Horizontal Banner Display	540.00	517.50	472.50	427.50	382.50
Coaching Calendar Event with link	27.00	22.50	18.00	13.50	9.00



Professional Coaching Publications, Inc.

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## Advertiser Rates

Ad Type	[Frequency by Month]				
	1X	2X	4X	8X	12X
IJCLogoLink	\$150.00	\$135.00	\$120.00	\$100.00	\$85.00
Vertical Skyscraper Display	650.00	625.00	575.00	550.00	500.00
Horizontal Banner Display	600.00	575.00	525.00	475.00	425.00
Coaching Calendar Events with link	30.00	25.00	20.00	15.00	10.00

## Specifications

Ad Type	Dimensions	Pixels	Format	Max Size	Cycles
IJCLogoLink	120 x 60	72ppi	.jpeg or .gif RGB for Web	<50kb	Every 20 Seconds
Vertical Skyscraper Display	120 x 600				
Horizontal Banner Display	728 x 90				

**Note:** Dimensions and pixels *must be exactly as specified* or your ad will not properly upload.

## Coaching Events Calendar

- You can purchase your usage preference through our PCPI shopping cart and enter your event information through our Advertising Admin Panel. Events will remain online for the period of time you choose to purchase and can be changed by you as desired.
- You can purchase as many events as you choose.
- You can change information or events at any time for any existing event you have purchased.

### The fields that should be used are:

<Name of Event><Date of Event><Event Organization><Event City><Event State/Province><Event Country><Event Continent><URL><Description of Event – limited to 60 words>

### 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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