

## ICF TORONTO CHAPTER HIGHLIGHTS – 2015

<p><b>250 Affiliates/Members (January 2016)</b></p> <ul style="list-style-type: none"> <li>Over 80% from GTA</li> </ul> <p><b>Area of coaching focus:</b></p> <ul style="list-style-type: none"> <li>32% Executive Coaching</li> <li>20% Life Coaching</li> <li>14% Organizational Coaching</li> <li>10% Career Coaching</li> </ul> <p><b>57% are credentialed coaches:</b></p> <ul style="list-style-type: none"> <li>51% ACC</li> <li>32% PCC</li> <li>7% MCC</li> </ul>	<p><b>Membership value:</b></p> <ul style="list-style-type: none"> <li>69% Professional Development</li> <li>41% Thought Leadership</li> <li>36% Networking</li> </ul> <p><b>Topics of Interest:</b></p> <ul style="list-style-type: none"> <li>52% Neuroscience and Coaching</li> <li>48% Business Development</li> <li>45% Coaching Models and Frameworks</li> </ul>	<p><b>Member Meetings:</b></p> <ul style="list-style-type: none"> <li>10 Per Year</li> <li>50-60 Attendees</li> </ul> <p><b>Newsletter</b></p> <ul style="list-style-type: none"> <li>10 Per Year</li> <li>1900 Subscribers</li> </ul> <p><b>Key Events:</b></p> <ul style="list-style-type: none"> <li>Annual Conference (Oct 2016)</li> <li>International Coaching Week (May 2016)</li> <li>PRISM Awards (Oct 2016)</li> </ul>
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## ICF TORONTO CHAPTER ADVERTISING OPPORTUNITIES & RATES\* – 2016

WEBSITE ADVERTISING OPPORTUNITIES ICF TORONTO MEMBERS RATES INCLUDE A 30% REDUCTION IN FEES	AD SIZE (Pixels)	PLACEMENT JPG or PNG	3 MTHS	6 MTHS	9 MTHS	12 MTHS
Home Page <a href="http://www.icftoronto.com">www.icftoronto.com</a>	300X300 300X600	LHS (Square) LHS (Stacked)	\$525 \$1050	\$980 \$1960	\$1400 \$2800	\$1750 \$3500
Events Page <a href="http://www.gtacoaches.com/events">http://www.gtacoaches.com/events</a>	300X300 300X600	LHS (Square) LHS (Stacked)	\$280 \$560	\$490 \$980	\$700 \$1400	\$840 \$1680
Partner Events Sub Page – Reserved For Partners <a href="http://www.gtacoaches.com/Partner-Events">http://www.gtacoaches.com/Partner-Events</a>	600x700 wide	No limits on content	\$300	\$560	\$770	\$1050
Partners and Sponsors Sub Page – Reserved For Partners <a href="http://www.gtacoaches.com/partners-sponsors">http://www.gtacoaches.com/partners-sponsors</a>	600x700 wide	No limits on content	NC	NC	NC	NC

\* 13% HST applies

All text is to be in standard html format.

NEWSLETTER* ADVERTISING OPPORTUNITIES ICF TORONTO MEMBERS RATES INCLUDE A 50% REDUCTION IN FEES	AD SIZE (Pixels)	PLACEMENT JPG or PNG	1 MTH	2 MTHS	3 MTHS	ADV LIMITS
Newsletter Ad (Limit of 3 per newsletter)	300X300	RHS (Square)	\$75	\$120	\$180	3 Mth Series
Newsletter Banner Ad - Member Meeting Section (Limit of 1 per newsletter)	600X300	Landscape	\$100	\$190	\$270	3 Mth Series
Newsletter Banner Ad - Events Section (Limit of 1 per newsletter)	600x300	Landscape	\$100	\$190	\$270	3 Mth Series
Newsletter Advertorial – Banner + 500 Word Article Member Meeting or Events Section (Limit of 1 per newsletter)	600x300	Landscape	\$200	\$380	\$540	3 Times/ Year

\* 13% HST applies

All text is to be in standard html format.

<b>MEMBER MEETING SPONSOR OPPORTUNITIES</b> <b>ICF TORONTO MEMBERS RATES INCLUDE A 30% REDUCTION IN FEES</b>	<b>INVESTMENT</b>
<p><b>The Member Meeting Sponsorship Package includes:</b></p> <ul style="list-style-type: none"> <li>- Booth presence (supplied by sponsor)</li> <li>- Distribution of brochures</li> <li>- Podium Signage</li> <li>- 5 minute interview with Kathryn Healey (Strictly focused on how organization serves our members – no direct selling)</li> <li>- Opportunity to share an offer (discount, free items, etc.)</li> <li>- Includes a banner on the newsletter announcement</li> <li>- Includes acknowledgment on website Member Meeting Page</li> </ul>	<p>\$600</p>

*\* 13% HST applies*

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<b>ICF TORONTO CHAPTER PARTNER STATUS</b>	<b>STATUS DISCOUNT</b>
<p><b>ICF Toronto Chapter Partner Status:</b></p> <ul style="list-style-type: none"> <li>- \$1000+ investment (net HST) in a variety of advertising options (Newsletter &amp; Website)</li> <li>- Eligible to advertise on Partner Events Sub Page <a href="http://www.gtacoaches.com/Partner-Events">http://www.gtacoaches.com/Partner-Events</a></li> <li>- Showcased on Sponsors Sub Page at no charge <a href="http://www.gtacoaches.com/partners-sponsors">http://www.gtacoaches.com/partners-sponsors</a></li> <li>- Opportunity to deliver 60-90 minute webinar to membership</li> </ul>	<p>20% Discount on investment (Net HST)</p>

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*All text is to be in standard html format.*

**ADDITIONAL NOTES:**

- The ICF Toronto Chapter reserves the right to amend this pricing, guidelines and structure at any time
- ICF Toronto Chartered Chapter Communications Guidelines must be adhered to

**CONTACT:**

Claudia Adair  
[Claudia@icftoronto.com](mailto:Claudia@icftoronto.com)  
647-401-7577