ICC MEDIA ADVERTISING INSERTION ORDER

BILL ADVERTISER: _____
Contact Name _____
Address _____
City/State/Zip _____
Phone No. _____
Fax No. _____
Email _____

BILL AGENCY: _____
Contact Name _____
Address _____
City/State/Zip _____
Phone No. _____
Fax No. _____
Email _____

ADVERTISING CATEGORIES

BUILDING SAFETY JOURNAL

Premium Positions 4-color ONLY

☐ **1-2 issues** ☐ **3-5 issues** ☐ **6-8 issues**

☐ Inside Front Cover ☐ Inside Back Cover
☐ Back Cover 2/3 Page ☐ Center Spread

***BLACK and WHITE**

☐ Full Page
☐ 2/3 ☐ 1/2 ☐ 1/3 ☐ 1/4
☐ Market Place (Business Card)

Quoted Rate _____

*ADDITIONAL COLOR COSTS (per issue)

☐ 1 Color $500 ☐ 4 Color $1,000

JOURNAL ISSUES

☐ January - February ☐ March ☐ April - May
☐ June ☐ July - August ☐ September
☐ October - November ☐ December
☐ **New** ☐ **Repeat**

CUSTOMIZED INSERTS

Issue Date:

☐ January - February ☐ March ☐ April - May
☐ June ☐ July - August ☐ September
☐ October - November ☐ December

Pre-print:

☐ Client ☐ ICC ☐ Full Run
☐ Partial Run ☐ Size ☐ Net Cost

X _____
authorized signature

ELECTRONIC ADVERTISING

eNews - *eNews publishes twice a month with the exceptions of January, September, November and December.*

☐ **1 issue** ☐ **3 issues** ☐ **6 issues** ☐ **12 issues** ☐ **20 issues**
☐ **other**_____

January
☐ Issue 1

February
☐ Issue 1 ☐ Issue 2

March
☐ Issue 1 ☐ Issue 2

April
☐ Issue 1 ☐ Issue 2

May
☐ Issue 1 ☐ Issue 2

June
☐ Issue 1 ☐ Issue 2

July
☐ Issue 1 ☐ Issue 2

August
☐ Issue 1 ☐ Issue 2

September
☐ Issue 1

Ocotber
☐ Issue 1 ☐ Issue 2

Novemeber
☐ Issue 1

December
☐ Issue 1

Quoted Rate _____

eCodes.biz

☐ 3 month ☐ 6 month ☐ Annual
☐ Banner Ad ☐ Static Ad/Stet

ICC BUYERS' GUIDE

☐ **Value** - Free
☐ **Basic** - Annual Cost: $4,000.
☐ **Featured** - Annual Cost: $5,840.
☐ **Premium** - Annual Cost: $9,140.
☐ **Platinum** - Annual Cost: $14,940.

Quoted Rate _____

Conference Sponsorships Available: Please contact Charity Postell, Exhibits Coordinator; 1-888-422-7233 ext. 5288; email: cpostell@iccsafe.org.
Sponsorship Approval: The ICC must approve the content and design used on all sponsorships.

POSITION REQUESTS: Placement guarantee ONLY for Premium Positions.
Every effort will be made to grant advertisers the position desired; however, placement is not guaranteed nor is advertising accepted subject to position.

ADVERTISER INDEX INFORMATION: Please print advertiser name and contact information below as you wish them to appear in the Building Safety Journal Advertiser Index. **Note:** This information is printed as a courtesy to advertiser and publication is not guaranteed.

MATERIALS AND DEADLINES: Advertising materials must be received by the deadline listed on the ICC Advertising Rate sheet. All ads must be supplied in digital format per Building Safety Journal specifications. **E-mail digital artwork to Karen Northey, Advertising Coordinator, knorthey@iccsafe.org**, by the materials deadline date listed on enclosed rate sheet. **Complete, sign and fax this insertion order to: Karen Northey at 205-599-9891.**

TERMS & CONDITIONS: Advertiser must complete the total program of insertions to qualify for the frequency rate. If advertiser cancels any portion of this program prior to completion, it will result in a lost of any unearned discounts and a short rate to the advertiser's actual earned frequency rate on the Building Safety Journal Rate Card in effect at time of publication.

High-resolution PDF files are preferred, (300 dpi); PC files from most design softwares are acceptable.

Acceptable:	**PDF file as a tif, eps or QuarkXpress**
Format:	**Quark PC PREFERRED**
Include:	**fonts, file names and hard copy, composite file (for position only) pdf, tif, eps**
Disks ICC supports:	**Windows-formatted/CD-ROM**
Desktop File Formats:	**Adobe pageMaker 7.0; Adobe inDesign 2.0; Adobe Illustrator 10; Adobe Photoshop; Adobe Frame Maker; QuarkXpress 5.0 and 4.1; Macromedia Freehand; Microsoft Publisher; Corel Draw and MS Word ONLY if converted to pdf**
***Ads submitted on Disk:**	**Include all art, fonts, file name(s), color proof and pms color (if applicable)**
***Mailing Address:**	**ICC attn: Karen Northey 900 Montclair Road Birmingham, AL 35213**

ADVERTISING WITH ICC GUIDELINES

1. ICC must approve all advertisements and reserves the right to refuse any advertisement for any cause.
2. ICC will not accept advertising unless the advertiser is prepared to validate any claims, issues or statements made in the advertisement about a product, material, system, method or service.
3. ICC will not accept advertising that contains derogatory, disparaging or inflammatory comments about the advertiser's competitors or about the competitor's products or organizations.
4. The advertiser acknowledges that an advertisement in an ICC publication does not constitute, and shall not be interpreted, as an endors ment by ICC of the advertiser, or of the advertiser's organization, product, material, system, method or service.
5. It is understood that advertisers shall not use the ICC name or image in their commercial activities in any manner that would directly or indirectly indicate ICC endorsement of the advertiser or the advertiser's product, system or services, unless there is a contractual agreement with ICC.
6. ICC does not accept advertising that is discriminatory based on race, religion, color, national origin, sex, age or disability.
7. The International Code Council does not accept advertising advocating specific code changes, or language similar to that.

ACCEPTANCE OF CONTRACTS

1. No rebate will be allowed for errors in submitted advertisements.
2. The advertiser and/or the advertiser's agency agree to indemnify the publisher against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringement in their advertisements.
3. No contracts will be accepted for more than 12 months in advance.
4. An order may be cancelled by ICC if the agent(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
5. Cancellation policy: Client must cancel in writing, including reason for cancellation. Written notice must be received at the Birmingham office BEFORE the insertion order deadline of upcoming issue. Fax or e-mail is acceptable. Client will be billed the difference in rates times the number of issues run.
6. ICC is not bound by any condition or instruction, whether verbal or written, if it is in conflict with the publisher's established policies.
7. Contracts MUST SPECIFY a definite schedule of insertions, issues and size.
8. All advertising rates and conditions are subject to change without notice.

Payment Due in U.S. Dollars ☐ automatic authorization invoice & payment

Charge to: ☐ Discover ☐ Visa ☐ MC ☐ American Express ☐ Check

Acct # _____ / _____ / _____ Expiration Date _____

Name on credit card - please print _____

Signature _____